

THE COSTCO CONNECTION

February 2011 • Volume 26 • Number 2

A lifestyle magazine for Costco members

KODIAK ENTERPRISE

Chuck Bundrant,
founder of Trident
Seafoods, with son
Joe Bundrant

Deep-sea duo

Father and son steer
Trident Seafoods 26

Photo
contest
winners

PAGE 30



ALSO 📌 The right time to hire 23 📌 Heart-disease myths 47 📌 Quincy Jones 63

THE COSTCO CONNECTION



NEW!

The latest cookbook
is here: *Smart Cooking
The Costco Way 2010*

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- Click here to receive information about [The Costco Connection](#) reader panel.
- Electronic editions of Costco publications are available here in the "Resources" section. Browse, share and print these pages from wherever you have Internet access. You can even download an entire book as a PDF.
- To the left there is a tab called "Resources." Here's where Costco members will find information that they will likely refer to often, such as the [Kirkland Signature Wine Connection](#), all of the *Costco Way* cookbooks (also on right), location guides for [Gas Stations](#) and [Business Centers](#), and a beginners guide to [digital photos](#).



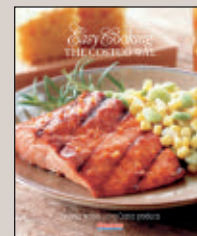
Home Cooking



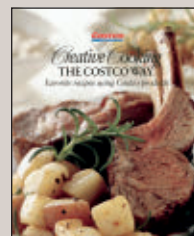
In The Kitchen



*Favorite
Recipes*



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*Creative
Cooking*



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in Style*



Cooking



Entertaining



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coupon is coming
in February!



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Seafood savvy

COVER STORY 26

By Stephanie E. Ponder

Chuck Bundrant, founder of Trident Seafoods, brought innovation to the process of harvesting fish at sea, while adhering firmly to safety, quality and sustainability. The result — almost 40 years of success.

FEATURES

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Sharing costs and space can help struggling businesses survive.

BY HEATHER LARSON

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When is the best time to increase the size of your staff?

BY RHONDA ABRAMS

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How to get your business noticed on the Internet.

BY ANDY TILBROOK

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The national and international winners of Costco's 2010 "Give us your best shot" photo contest.

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Clearing up some commonly held beliefs about heart disease.

BY JENNIFER NELSON

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Quincy Jones talks about the tribute album of his hits, as performed by today's hottest artists.

BY BRYAN REESMAN

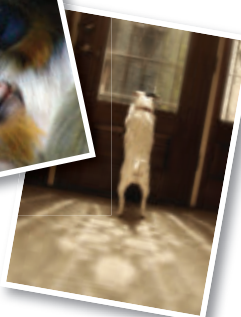
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Visiting a Nepal orphanage changed Conor Grennan's life. Reading how he brought children and their parents together might change yours.

BY WILL FIFIELD



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REFINANCE your RV or boat loan and SAVE!

“The process was simple and I am saving almost \$100 a month on my RV loan! I couldn't be happier and I will recommend the program to friends and family.”

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	APR	Monthly Payment	Total Payment over Loan Term
Essex average loan rate for non-Costco members†	7.84%	\$521	\$93,780
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Total savings over loan term			\$14,220

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Boat & RV loans are provided by Essex Credit Corporation.

* Estimated APR (Annual Percentage Rate). Subject to loan program requirements and credit approval. Restrictions may apply. The 5.24% interest rate is available for refinance transactions only on loan amounts \$50,000 and greater with a maximum 17-year loan term. This offer is not available to applicants who use their RV or boat as a principal dwelling (fulltimers or liveaboards). Other rates and terms available. Current loan must be open for a minimum of 6 months. An application for credit must be submitted by Feb. 28, 2011, and loan must close by March 15, 2011, to be eligible for the 5.24% refinance interest rate. A 17-year refinance loan at 5.24% APR will have a payment of \$7.42 per thousand borrowed. Information is accurate as of Dec. 27, 2010. Rates and Terms are subject to change without notice.

** Executive Members receive a \$100 Costco Cash Card and Gold Star and Business Members receive a \$50 Costco Cash Card. Costco Cash Cards are issued by Essex Credit Corporation 8-10 weeks after the loan is funded.

† Rate Source: Essex Credit's average RV & Boat rate for similarly situated loans for non-Costco members in 2009.

‡ Costco member experience may differ.



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from the publisher's desk

Ginnie Roeglin

FEBRUARY IS A GOOD time to spruce up your home before spring arrives. You'll find lots of helpful tips and products in the For Your Home special section.

TV celebrity contractor Mike Holmes offers his do's and don'ts for successful home renovation projects on page 36. If you are considering a large home-improvement project, be sure to read the tips for finding a good contractor on page 38. The best first step in sprucing up your home might just be to de-clutter! On page 43 you'll find suggestions on how to tackle this challenge.

February is also Healthy Heart Month. The For Your Health section includes several articles to help you detect and address health concerns early. Heart disease is the number-one killer of both men and women, but the symptoms can be very different for each gender. We debunk many myths about heart disease and include a list of symptoms on page 47.

Our cover story features one of our longtime fish suppliers, Trident Seafoods, which provides much of the fish sold at Costco. You can read more about the company's dedication to quality and sustainability on page 26. Pat Volchok discusses Kirkland Signature™ frozen fish products and offers easy prep tips in Buying Smart on page 78.

You might also want to try Bruce Aidells' savory and satisfying one-pot dishes (page 56) on cold, blustery days this month. They may even pair nicely with one of the bold Rhône region wines that Costco wine expert Annette Alvarez-Peters describes on page 59.

This is a good month to cozy up with your valentine and watch a good movie. It is film award season, and you'll find a full assortment of past award winners as well as newly nominated films highlighted in this issue and in the warehouse.

We also have many other gifts for your sweetheart, including diamond and gemstone necklaces, earrings, watches and rings in our warehouses and on Costco.com. Costco.com will also deliver a beautiful bouquet of 36 long-stemmed red roses in a vase to your loved one's door for just \$69.99. Be sure to order online by February 8 so they will arrive on or before February 14. Happy Valentine's Day from all of us at Costco! ☺



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.



David W. Fuller is Assistant Vice President, Publishing, and Editor of The Costco Connection.

from the editor's desk

David W. Fuller

ONE OF THE GREAT rewards of editing a publication of wide circulation such as The Costco Connection is the ability to put before readers people I have admired for years. An equal joy is the opportunity to be introduced to new people worth admiring.

In the first group is Quincy Jones, the legendary musician, who I have long believed is a national treasure. His work has been covered by just about every professional singer in the past 50 years. Some of them pay homage to him in a new tribute CD, Q: Soul Bossa

Nostra, which he discusses with The Connection on page 63.

In the second group are Chuck Bundrant, the founder and CEO of Trident Seafoods, and his son, Joe, who grace our cover. As with many admirable people, the real measure of these men may not be readily apparent in the main article written about them.

To understand Chuck and Joe, read the sidebar on page 29, which explains that their many innovations in the seafood business are not their only purpose and legacy. They see what they do as the result of the work their employees have put in over the years, and they have taken direct action to express their appreciation beyond the employees' paychecks.

As Joe says, "You can't expect your people to take care of you if you're only looking at the bottom line."

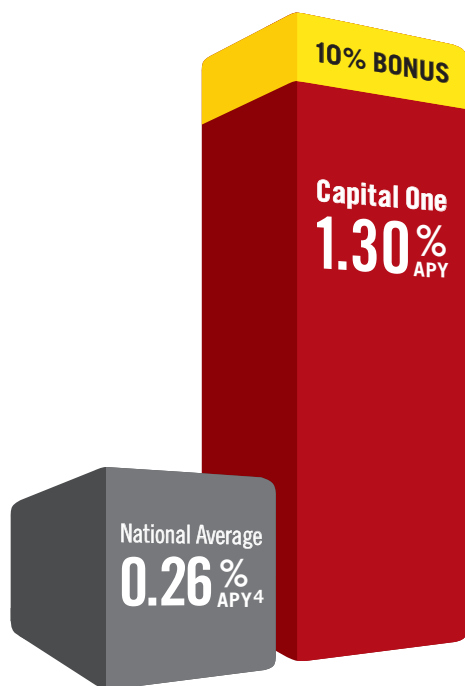
When it comes to a man like Quincy Jones, an artist's music certainly is the measure of his talent. As with business people, however, the admirable artist offers a bit more. Says Jones: "They say the secret to life is love, laugh, live and give, and that's what I've done."

There could hardly be two better statements about the two-way streets along which we all drive. ☺



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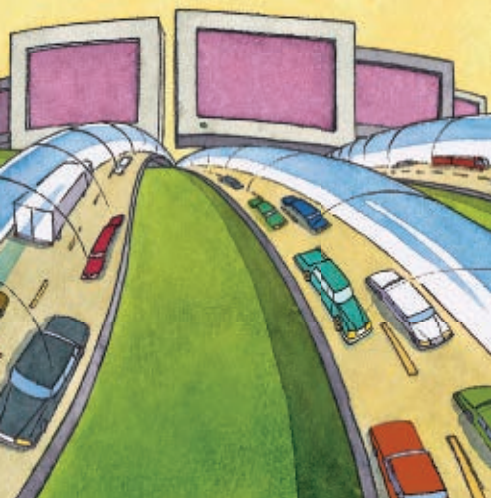
⁴ Data as of 12/20/2010, Informa Research Services, Inc., Calabasas, CA, www.informars.com, based on balance of \$5,000. Although the information has been obtained from various institutions, the accuracy cannot be guaranteed.

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Debate goes on

In response to the January Debate, "Should Internet openness be ensured by regulation?"



ARTVILLE

YES. Who is to say what the priority is to an Internet user? What I am looking for on the Internet may be of high priority [to me] and have little to no value to someone else.

*Sandra Page
Duncan, South Carolina*

NO. Individual companies should not be regulated as to how they stream the information on their own site.

*Alfredo Bryant
Menlo Park, California*

Member comments

Intuit savings are app-ropriate

I just read the January *Connection* magazine ("Intuit launches new payroll app") and was surprised at the cost of Intuit Online Payroll Services [through Costco]. I am already an Intuit customer with two different companies that I own. This past year we have been looking at cutting every expense or lowering our budget on all items, one being our payroll services.

With one phone call I was able to save six bucks a month per company for an annual savings of \$144 total on a product that I already use. I tell you this only because I am still in awe over the savings that Costco gives our companies every year. Thank you, Costco!

*Don Ryan
Port Orchard, Washington*

Recent *Connection* blogs and tweets

What Santa Ate Last Night: Peppermint Bark Chocolate Fudge Cookies [from *Smart Cooking The Costco Way*, 2010] "These are AMAZING!!!! Your taste buds will kick heels in joy :) What a wonderful idea to use brownie mix—really cuts down on time! We've all decided this is definitely going to be a family favorite we're going to make at Christmastime." *Posted at haystacksandchampagne.blogspot.com*

"I've been reading a book called *Succeed: How We Can Reach Our Goals*, by Heidi Grant Halvorson, in preparation for a new business year. And interestingly, there is a piece about her in the latest edition of [The] *Costco Connection* (yes, I do read that magazine, lol!)." *Posted at sf-living.blogspot.com*

"I was sent a link to the January issue of [The] *Costco Connection*, which features an interview with JD Roth and Todd Nelson, the brains behind *The Biggest Loser*. This team has produced numerous reality TV shows and the overriding theme in all their shows is transformation. Roth and Nelson share 6 lessons they've learned from their work with contestants. It's a good read. *Posted at www.slim-people.com*

"I look forward to my [monthly] Costco magazine, & this month has an inspiring article about new beginnings, as in start-ups..." *Tweeted by BakeBroilBrew*

How to succeed, without selling

The "How to succeed" article (January 2011) is inspirational, but I about fell out of my chair when I read the footnote at the end indicating the book was not available at Costco [but to look for it at independent bookstores]. Thank you so much for allowing this story to be told and for not forcing your writers to focus only on a book that appears in your warehouses.

I'll be paying even more attention to your publication from this point forward and no doubt be telling the proverbial 10 people about this. Congratulations on your integrity, wisdom, courage and/or very clever marketing! Whatever it is, please keep it up.

*Jerry Purvis
Atlanta, Georgia*

Keep an eye on thyroid problems

As a physician I was glad to see your article highlighting Thyroid Awareness Month (Health Calendar, January 2011). However, as an eye doctor I was surprised that eye problems were not mentioned in your list of thyroid-related problems near the end of the article.

Thyroid eye disease can include eyelid retraction, exophthalmos (when the eyes bulge forward), double vision and, in rare cases, even loss of vision. When it is associated with hyperthyroidism it is sometimes referred to as Graves' disease.

Anyone with a thyroid condition (either hyperthyroidism or hypothyroidism) should therefore make sure that they see an ophthalmologist for a comprehensive medical eye examination.

*Michael Rizen, M.D.
Bellevue, Washington*

Our philosophy here at Costco is that the stronger our Business Members' companies are—including the operators of independent bookstores—the stronger Costco will be. Whether you call that integrity or clever marketing is up to you.—Ed.

Uprising citizen

I had just returned from the ER, having fallen down in my own kitchen twice within an hour. My husband brought the mail in and *The Connection* opened to page 55 ("No slip-ups," January 2011). Great article. I hope everyone over 60 reads it. I am enrolling in a tai chi class and seeing my doctor about my meds. Thank heavens nothing was broken ... this time.

*Bonnie Souleles
Victorville, California*

CONTINUED ON PAGE 10

Monthly reader survey



WHAT DO YOU think of this issue of *The Connection*? Tell us and you could win a \$100 Costco Cash card! Take a moment to complete our anonymous reader feedback survey by going to Costco.com and searching "Costco Connection Magazine." Click "Reader Survey" on the welcome page. Upon completion, you will have the option to enter the drawing. **The December winner is Julie Hitchcock of Bozeman, Montana.**

Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an e-mail to dialogue@costco.com; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

CONTINUED FROM PAGE 9

Prostate pointers

Great article on prostate cancer ("Men vs. prostate cancer," January 2011). I'd like to bring up some pointers, as I had this disease diagnosed in 2004 and with radiation seed implants have since had a PSA of 0.1 or less.

1) If any (first blood) relative has the disease, your risk goes up [an] order of magnitude! Get the PSA [prostate-specific antigen] test every six months!

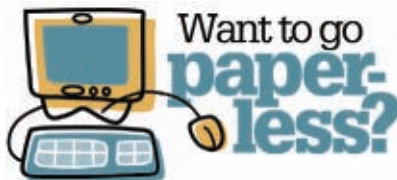
2) Along with a PSA test, also get a "free" PSA test. Demand it; it's just another vial of blood. My PSA was a steady 2.86 for 10 years. It was the [percent-]free PSA that caught it.

3) Get an ultrasound to baseline prostate size, especially if this cancer is in the family tree. Get a biopsy if the size increases, especially in combination with a poor result from a PSA or free PSA test.

4) Remember, no sex for several (three to four) days before the PSA test; don't want any extra antigens swimming around in the blood to throw off the results.

5) If I had been more aware of the exactness of robotic surgery techniques, I would have had the prostate removed rather than gone ahead with the radiation. Please speak to your urologist in detail about this procedure.

*Steve Baldel
Apple Valley, California*



THE CONNECTION is available each month in a digital replica *Online Edition*. Many members have opted to drop the print edition and receive only the *Online Edition*. This convenient option reduces paper and ink consumption, and cuts freight and postage expense.

To receive a dedicated monthly e-mail with a link to each new issue of the *Online Edition*, go to Costco.com and search "subscription." You will need to provide your Costco membership number to subscribe.

Print edition changes/cancellations

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Send your favorite Costco Way recipe!

DO YOU HAVE a favorite recipe from one of the nine editions in *The Costco Way* series of cookbooks? If so, we'd like to know what recipe it is, which edition, the page you found it on and why you enjoy it so much. The recipe you nominate may be selected to appear in next year's 10th annual cookbook. Send this information by e-mail to SmartTips@costco.com and put "Favorite recipe" in the subject line. Meanwhile, you can see all editions of *The Costco Way* series at Costco.com; just click on "Recipes The Costco Way."

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* Photo taken 6 months after one single application of Wet & Forget.

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PAUL AND SARAH EDWARDS: LIFESTYLES FOR THE MILLENNIUM

MARY ANN HALPIN PHOTOGRAPHY



Paul and Sarah Edwards (www.elmstreeteconomy.com) are the co-authors of a new edition of *Home-Based Business for Dummies* and 16 other books.

Using social media to collect debt

CREDIT INVESTIGATORS, bill collectors, process servers and other professionals are finding Facebook and other social media, such as MySpace, Twitter and LinkedIn, to be a real boon to their business.

People say a lot about their lives on social media, which is how these sites can be used to determine if an individual or a company is credit-worthy or, when they are in arrears, to get a bead on whether they can pay their bills in these tough times. Michelle Dunn, author of *Getting Paid Using Social Media* (michelledunn.com), says, "Social media sites can be used to verify information by confirming if what they say on the phone is the same as what they post."

It's common for people to make posts about whether they have gotten a raise, been fired or are planning to change jobs, and such information is grist for credit checks. Says Dunn, "A debtor who claims to be out of work posting a photo of himself living the high life on a boat" lets you know if you as a creditor are getting the real story. Similarly, collection agencies love to peruse photo buckets

filled with pictures of new cars, second homes and expensive toys. Pointing out the contradictory information can encourage the debtor to pay up.

If you don't know what the person who owes you money looks like, you, like process servers, can use photos people have posted to identify a debtor.

To determine which social networking site to use, business owners need to examine their customer base to discover where they're likely to hang out. For example, customers 30 or younger may be on MySpace or Facebook; businesses are more apt to be found on LinkedIn, but business owners may use Facebook for their personal life.

Perhaps the best part of the information you get on social media sites, including dates of birth, e-mail addresses, mailing addresses, names of relatives, employers and where they are located, is that it is free, aside from the time you spend looking for it—which does not need to be a lot. Dunn says, "For one or two hours a week, you can obtain information that in the past you might have needed to hire a skip tracer to find."

One caution: Do not use social media sites to let the world know someone is a deadbeat. Dunn agrees it's unethical to pretend to befriend a debtor in order to get information. She thinks this will soon be illegal, but even so it's not appropriate to use instant messaging as a means of communicating about a customer's debt. ☒

More in archives
On Costco.com, enter
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The essential little black book

HERE'S A BOOK that was never intended to be read—that is, from cover to cover—according to the author, Dr.

Suzanne Turner. The premise is that managers just don't have the time to read full business books.

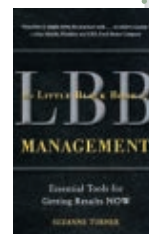
This one, *The Little Black Book of Management: Essential Tools for Getting Results NOW* (McGraw-Hill, 2010), is a small reference book designed to give quick recaps on management concerns, such as business ethics, customer focus, time management, brainstorming, communications, team building, international etiquette and more, for those who either never had a formal business training or whose credentials are gathering dust.

Under "Five Whys," for instance, Turner shares these steps to get to the root cause of a problem:

- 1 Clearly define the problem or opportunity to be tackled.
- 2 Ask the group "why?" and capture the responses.
- 3 Continue to ask why until no more answers can be given.
- 4 Use the answers to identify actions that need to be taken.

Turner, a Costco member, who owns and manages Potenza, Ltd. (www.potenza.co.uk), a management development consulting company in the UK, says you'll get "different perspectives on the same problem or opportunity, which in turn gives you a broad base to contemplate subsequent actions." (Turner calls the exercise "Five Whys" but offers only four, leaving the fifth for you to add your own.)

To get a copy of *The Little Black Book*, go to www.mhprofessional.com and search "Suzanne Turner." ☒



Boost your business with books

ANN'S COMPANY needs a website. Bill and Janet, website designers, each want Ann as a client. Bill introduces himself by handing Ann a business card and an expensive brochure. Janet hands Ann a business card and her latest book on building great websites. Who made the better first impression?

Costco member Lonnie Pacelli, a business consultant and president of Leading on the Edge International (www.leadingonedge.com/publish), shares this scenario in defense of a novel marketing concept.

"Self-publishing these days is both easy and economical," says Pacelli. "I've spent as little as \$60 to write, publish and sell a book on Amazon, Kindle, Sony and iPad in two months or so. In addition to adding revenue, your book solidifies you as a subject-matter

expert, which means more customers. With a little diligence and creativity you can set yourself apart from your competition and wow your clients."

Pacelli offers these tips to keep in mind:
Avoid the scams. Watch for people who will gladly take big bucks from you to publish your book for you. Don't do it; it's a rip-off.

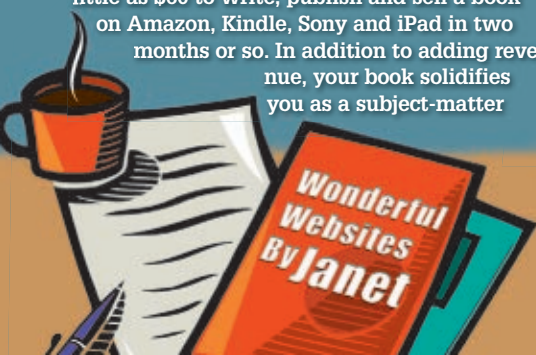
Treat each word as if you're spending a dollar. Just like you, potential customers are very busy and want information quickly. Be ultra-concise with your words. No blathering.

Find trusted reviewers. Ask a few people to review your manuscript and provide blunt and direct feedback. The truth may hurt, but you'll have a better product in the end.

Use an editor. You can have the best ideas in the world, but if it's a grammatical nightmare your credibility will go down the tubes.

Commission a cool cover. Books do get judged by their covers. Enlist a cover designer who knows what he or she is doing.

Pacelli adds, "Fortify your marketing arsenal with your self-published book and your bottom line will love you." ☐



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Avoid sweepstakes scams

IT IS VERY IMPORTANT for consumers to recognize the difference between a lottery or sweepstakes that is legitimate and one that is fraudulent. Though winning a sweepstakes can be a dream come true, it can quickly become a nightmare if you are the victim of a scam. Here are the top warning signs that a sweepstakes is a fraud.

You are asked to pay to receive the prize.

Legitimate sweepstakes will never ask you to pay fees to participate or to receive a prize. You should never have to pay handling charges, service fees or any other charges upfront in order to win. Those are sure signs of sweepstakes scams.

The sweepstakes uses a free e-mail account.

If you receive a win notice claiming to be from a big company such as Publishers Clearing House, but the e-mail arrived from a free account such as Hotmail or Gmail, you can be sure that you are working with a sweepstakes scam.

You don't recognize the contest you've supposedly won.

The only sweepstakes you can win are the ones that you enter. This why it makes sense to organize your sweepstakes entries; when you receive a notification, you can easily check to make sure that you actually entered.

You receive a large check with your notification.

To fool people into thinking that a sweepstakes scam is legitimate, many con artists send counterfeit checks along with their phony win notifications. Cashing fraudulent checks is a crime, and you could be liable for fines and even undergo closure of your bank account, as well as losing any money you wire. Legitimate sweepstakes require affidavits before sending out any prize valued at more than \$600.

You are instructed to wire money.

Criminals love to use services such as Western Union to receive illicit funds, because it is nearly impossible to trace who received the money. Western Union transfers are handled like cash, and it is very difficult to get back any money that you send to con artists in this way.

You are pressured to act in a hurry.

Sweepstakes scammers have a very good reason for wanting you to act quickly: They want to ensure that they receive their money before their check

bounces or you read an article like this one and realize that you are being defrauded. If you feel as if you are being pressured to make a decision before you have the time to ensure that the win is legitimate, you should be very suspicious.

Bank or credit card info is required to receive your prize.

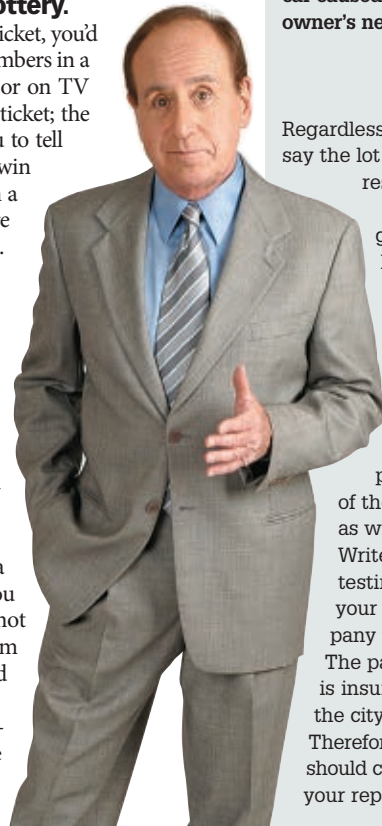
Legitimate sweepstakes do not send wins by direct deposit, nor do they need to withdraw money from your bank or verify information using your credit card number. The only sensitive information that a legitimate sweepstakes sponsor needs to process your win is a Social Security number. Asking for a bank account or credit card number is a huge red flag that you are dealing with a sweepstakes scam, and you should never hand over this information.

The "win" is from a lottery.

If you bought a lottery ticket, you'd have to find the winning numbers in a newspaper, on the Internet or on TV and compare them to your ticket; the lottery does not contact you to tell you that you won. If your win notification says you've won a lottery, you can be quite sure it's really a sweepstakes scam.

In order to protect yourself from lottery or sweepstakes scams as well as e-mail scams, do not send any money or pay any fee to claim a prize or lottery winnings. Do not open suspicious or unsolicited e-mails (spam). Never reply to a spam e-mail, even to unsubscribe. Never call a telephone number that you see in a spam e-mail. Do not click on any links in a spam e-mail, or open files attached to them.

Remember: If something looks too good to be true, it probably is. ☒



AMY CANTRELL

Ask David Horowitz

WHILE PARKING in a parking garage, I heard a loud thump. I got out of the car and realized that there was a piece of metal sticking out of the column on the passenger side of the parking space, and that my entire bumper and back door were torn up. There was no way to see this piece of metal prior to pulling into the spot, as it was hidden by the column. The parking attendant told me that this happens all the time and that the company that owns the lot has yet to fix it. What can I do to get compensated for the expensive repairs to my car caused as a result of the owner's negligence?

**Amy
Hollywood, CA**

Regardless of any signs that say the lot company is not responsible, the owner of the garage is responsible for what happens. Call your insurance company, explain what happened and have them alert the owner's insurance company. Take pictures of the damage, as well as where it happened. Write down detailed testimony to assist your insurance company with this claim. The parking lot owner is insured, because the city requires it. Therefore, the insurance should cover the cost of your repairs. ☒

David Horowitz is a leading consumer advocate (www.fightback.com). He is a frequent guest on radio and television stations. Consult your local listings for dates and times.

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Do you have a question for David?

Just log on to www.fightback.com and "Ask David." For a fee, he will personally respond to your problem if you follow the instructions printed on his website. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.

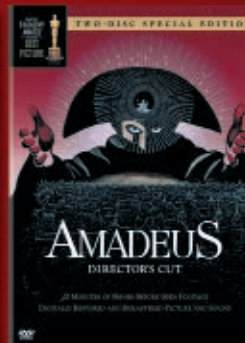
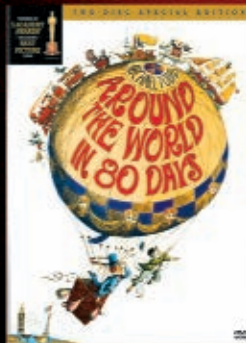
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Also: Backing up your PC

PC update: Faster, better

By Marc Saltzman

SHOPPING FOR A new computer can be an intimidating endeavor. Not only are there many models to choose from, but there are different form factors to consider (netbook, laptop, desktop, tablet), competing operating systems (Windows, Mac, Linux) and a number of confusing specs, too, such as how much RAM is enough, processor speed, hard drive capacity and more.

The good news, at least, is that prices are dropping all the time, just as computers are becoming more powerful and easier to use. And there are two new features worth noting, if you're in the market for a new computer, so let's cover what they are and why they're significant.

Faster transfers: USB 3.0. One notable new development is USB 3.0, the latest plug-and-play solution for connecting devices—such as a smartphone, hard drive, thumb drive, Web camera, camcorder, printer, keyboard, mouse, game controller and so forth—to your computer.

USB 3.0 looks exactly like your existing USB (Universal Serial Bus) port, a thin slit on the side of or behind your computer, but this new technology is capable of transferring data between devices about 10 times as fast as USB 2.0.

This is especially important when you're transferring high-definition video from, say, an HD camcorder to your computer, or perhaps from your computer to an external hard drive. What might've taken a few minutes before could now be handled in a fraction of the time.

And yes, new computers with USB 3.0 ports are backward-compatible, so they'll still work with your older USB- or USB 2.0-based devices. There will likely be at least two or three USB 3.0 ports on a laptop and even more on a desktop tower.

You'll see more and more USB 3.0 stickers on new computers in the next several months.

From laptop to TV: Wi-Di. Another new technology to keep in mind is referred to as Wi-Di (pronounced "why die"), short for "wireless display."

This handy Intel-backed technology lets your laptop communicate with your television over your wireless ("Wi-Fi") network—via a small adapter box

(sold separately) that's connected to your TV.

Specifically, Wi-Di lets you stream high-definition video, photos and music—from select Intel Core-powered PCs that are sold with this feature—so that you can enjoy it all on your big-screen television, with surround-sound speakers, while sitting in your favorite chair or comfy spot on the sofa.

Imagine having the family over to see camcorder footage from your recent vacation. Rather than having everyone congregate over a small monitor in your home office, simply pull out your laptop to play the HD video and it'll start playing on your television immediately.

Best of all, Wi-Di is extremely easy to set up and use. Neat, huh?

Back it up!

As Joni Mitchell sang, you don't know what you've got till it's gone—so be sure to back up your files on a regular basis in case of theft, fire, flood, a virus or a power surge.

Examples of the kinds of files you should back up include irreplaceable digital photos, documents, e-mail addresses, calendar appointments, favorite Web bookmarks and so forth. You can burn a disc with these files, copy and paste them onto an inexpensive USB memory stick or, if you're a digital pack rat, invest in a hard drive that can store a lot of files.

Alternatively, as a backup, upload your important files online to one of the many password-protected storage sites. Windows Live SkyDrive, for example, gives you 25 gigabytes at no cost. ☐

Ask Marc Saltzman

Questions about electronics or computers you purchased at Costco? E-mail them to: connection@costco.com

Or send them to:
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Please include "Tech Connection" in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 14 books.

JOHN GOLDSTEIN

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The Costco Connection

Costco and Costco.com offer a variety of computers to meet all your computing needs. Also available in the warehouses and online are a variety of storage devices to back up your data. Your purchase includes free tech support from Costco Concierge Services.

Does WikiLeaks serve the public interest?

WIKILEAKS is an international organization that publishes information from anonymous news sources and leaks. It has publicized thousands of confidential government documents about people and events, including some 250,000 classified U.S. diplomatic cables, as well as almost the entire military logs of the Iraqi and Afghan wars.

Supporters of WikiLeaks say the organization serves the public's right to know what the U.S. government and others in power are really up to. Ultimately, they add, this transparency can help make those who affect millions of lives more honest and accountable for their actions.

Critics argue that WikiLeaks' motives are questionable and its actions possibly treasonous. They say these disclosures have threatened national security by hurting delicate negotiations and giving important information to America's enemies.

What do you think?



Find out more about this topic on the Web:

<http://ijnet.org/node/55761>

www.examiner.com/conservative-in-atlanta/wikileaks-is-a-national-security-threat

www.readersupportednews.org (search "WikiLeaks" and "shield law")

YES

from members:

Ryan Smith
Scottsdale, AZ



It supports the Freedom of Information Act. It also serves to provide transparency to our country's actions, domestic and foreign.

Bethany Fischer
Waconia, MN



Americans have the right to know what is going on with the government that makes our laws, and ultimately determines our rights.

Rev. Henry R. Early
Cornwall, PA



There must be a balance between government's control of its business and the right of the governed to know.

NO

from members:

Kimberly Nall Spieldenner
Victoria, MN



Secrets are necessary to protect. I don't feel a need to know if it's for my protection. I have to trust authority.

Howard Church
Harrisburg, PA



It jeopardizes national security, and harms the U.S.'s reputation throughout the world.

Jackie Noll
Indianapolis, IN



Information could be leaked without giving the entire picture or the whole story.

from an expert in the field:



Clothilde Le Coz is the Washington, D.C., director of Reporters Without Borders (www.rsf.org), an organization that fights for press freedom.

THE 250,000 SECRET U.S. diplomatic cables disclosed by the WikiLeaks website on November 28, all with the complicity of a number of leading international newspapers, cannot be censored. And even if they could, they should not be.

WikiLeaks is acting for the public interest by disclosing not only these 250,000 diplomatic cables, but also the “Afghan War Diary 2004–2010,” featuring 92,000 leaked documents from the U.S. Army regarding the war in Afghanistan, as well as publishing the video of the killing of two employees of the Reuters news agency and other civilians by U.S. military personnel in Baghdad in July 2007. The “war diary” release was a response to the White House, which broke its word in May 2009 when it defied a court order and refused to release photos of the mistreatment of detainees in Afghanistan and Iraq. The documents show evidence that the U.S. government has misled the public about activities in Iraq and Afghanistan and that U.S. officials lied about the number of casualties during the war.

WikiLeaks’ disclosure is also the biggest one involving newspapers worldwide. Partnering with Germany’s *Der Spiegel*, Britain’s *The Guardian*, America’s *New York Times* and France’s *Le Monde* makes sure that redaction and editing has become professional. It is the biggest collaboration of that kind that has ever taken place in the media landscape. Journalists from more than 60 countries joined in support of WikiLeaks, stating: “We believe WikiLeaks had the right to post confidential military documents because it was in the interest of the public to know what was happening.”

WikiLeaks is raising core questions for the future of democracy, about the role of reporters, the level of secrecy and the goodwill of diplomats and political figures. And for once the experts, or at least the computer security experts, agree: It is impossible to suppress online content that has been circulating for some time online and is now everywhere. And no democracy, no matter how big, can ever again count on being able to cover up practices that could shatter its reputation. [M]

from an expert in the field:



Jed Babbin, who served as a deputy undersecretary of defense in the George H.W. Bush administration, is a columnist for RealClear Politics.com and *The American Spectator*.

WIKILEAKS MAY be serving some nation’s “public good,” but it clearly isn’t America’s. As our entire national security community knows, WikiLeaks is putting a great strain on our intelligence, armed services and diplomatic agencies in ways that make it far more difficult to fight the war we’re in.

WikiLeaks founder Julian Assange told *Time* in a recent interview that he thinks America is an authoritarian conspiracy, and he wants the U.S. to either reform or to “balkanize and, as a result, cease to be as efficient as they were.” Assange is an enemy of America and seeks to thwart its actions abroad.

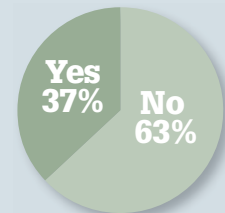
One of the 9/11 Commission’s biggest criticisms of the U.S. intelligence community was that by “stovepiping” information—refusing to share it within and among agencies—they failed to connect the dots and reach the analytical conclusions that could have led to interdicting the 9/11 attacks. Assange wants to “balkanize” information sharing, to disconnect the dots. By publishing hundreds of thousands of classified documents copied illegally from the SIPRNet (Secret Internet Protocol Router Network)—the interagency computer network on which much classified information is shared—WikiLeaks is making it harder to connect the dots by forcing the government to reduce interagency sharing of classified information.

In this limited space, it’s hard to even list all the other ways the WikiLeaks network is working against America’s public good. WikiLeaks has, by exposing their names, put at risk the lives of Afghans, Iraqis and even a few Iranians who have tried to help the U.S. fight terrorism. Secrecy is the means by which diplomacy is conducted, and has always been—not only by the United States but by all nations. By exposing the confidences of officials of many governments worldwide, WikiLeaks has taught them not to trust the U.S. and thus limited its ability to conduct diplomacy.

Assange argues that transparency is essential to democracy, and in some ways he is right. Exposing illegal governmental acts and corruption is a primary role of a free press. But the public doesn’t have a right to know everything, and it shouldn’t. There has to be a balance between the need for the government to keep secret that which legally furthers national policy and the public’s right to know. WikiLeaks seeks to destroy that balance, and, so far, it is succeeding. WikiLeaks is acting against America’s public interest. [M]

JANUARY DEBATE RESULTS:

Should Internet openness be ensured by regulation?



Percentage reflects votes received by January 14, 2011.

DECEMBER DEBATE RESULTS:

Is it ever OK to walk away from an “upside-down” mortgage?

YES: 58% NO: 42%

Percentage reflects votes received by December 31, 2010. Results may reflect Debate being picked up by blogs.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.

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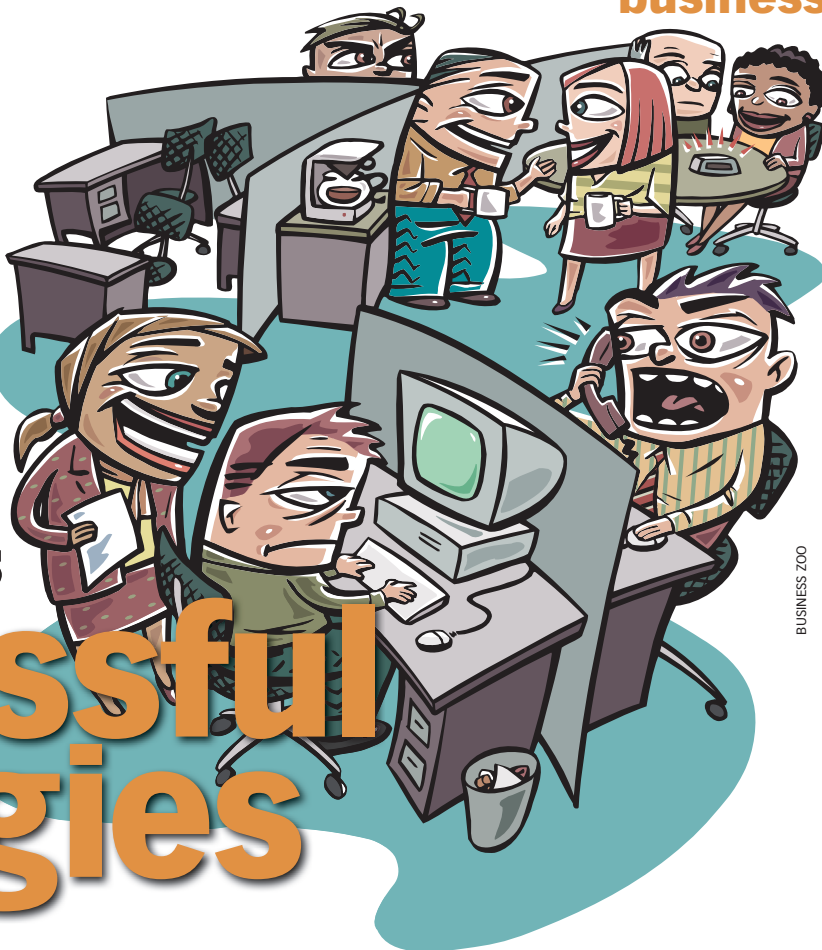
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Staying in business by sharing costs

Successful synergies



BUSINESS ZOO

By Heather Larson

IN ORDER TO SURVIVE in this uncertain economy, small businesses have had to take a closer look at how they do what they do. The traditional way of doing business, with one company in a single space, doesn't always make the most sense financially. Instead, some smaller companies have chosen to share office space, a storefront or even a receptionist to cut costs. Here's a closer look at several companies that have made these collaborations work.

When Costco member OfficeDrop, a digital filing and document scanning company in Cambridge, Massachusetts, leased a fairly large office space, it was with the intent of sharing that space with another business until they had enough of their own employees to fill it.

"We posted on our blog and Twitter that we wanted to sublet and even joked that the arrangement included food and coffee from Costco," says Healy Jones, head of marketing for OfficeDrop. Yamli, an Arabic language processing business, responded first and moved in with OfficeDrop in March 2010. Yamli pays a fixed amount per month for rent, utilities and other costs of doing business, based on the number of employees they have, and then OfficeDrop pays all the bills.

Jones says that Yamli occupies the opposite side of the building, so employees from each company don't interact very much, but

that because both businesses use the same Internet connectivity, if it's not working or has issues, resolving the problem is even more urgent than it would be for a solo business.

As for combining marketing strategies, Jones admits employees from the two com-

The traditional way of doing business, with one company in a single space, doesn't always make the most sense financially.

panies often have discussions about that around the refrigerator, but there's no formal partnership.

Two other unlikely collaborators, Raw Talent Guitar, a guitar training software developer and Costco member in Coral Springs, Florida, and the accounting firm of Freund, Katz, Goldston & Young have been successfully sharing an office for two years. It

helps that the accountants are rowdy, says Marc Quadagno, director of media relations for Raw Talent Guitar.

The president of Raw Talent Guitar, Lawrence Fisher, started the accounting firm (formerly Freund & Fisher, before selling his half), so sharing space was a logical transition.

"We give them a predetermined amount of money for all the expenses, which is about a third, including the receptionist we share," says Quadagno. "Although we have our own computers, we also share their phone lines, Internet connection and fax."

While conflicts could arise between raucous guitar players and accountants, the only real challenge has been that the accounting firm caters to clients who come to their offices, while Raw Talent Guitar's work is more virtual.

"We have to close our doors when we play guitar, and sometimes when we're brainstorming in the conference room they ask us to leave so they can speak with a client," says Quadagno. "But it's all done lightheartedly."

STL-Style, a St. Louis-inspired apparel company, had been using Lighthouse Design as their contract screen printer, so when STL-Style rented a storefront in January 2010, teaming up under one roof seemed like a logical progression. Both companies agreed to split costs in half—the rent, utilities, signs,

CONTINUED ON PAGE 22

CONTINUED FROM PAGE 21

software and anything else that benefitted both companies.

Randy Vines, co-owner of STL-Style and a Costco member, says the two businesses have had some very minor disagreements about design elements and customers disrupting the work of the screen printer, but for the most part pooling resources has been working well for them.

"We shared space with them before this year, but that was when our company wasn't open to the public," says Vines.

Considering teaming up?

If you think a business-sharing partnership might work for you, here are some aspects to reflect on before signing on the dotted line.

Quadagno emphasizes that it's more important to know the other employees before moving in together than to know about their business.

"Assess the personalities you're going to be working with to make sure you're all compatible," suggests Jones. "These are people we like being around."

Jones also highly recommends clearing

any kind of sharing arrangement with the building's landlord before putting a plan into gear, having a sublet agreement that spells out how much the other party will pay and requiring 30 days' notice if there's a change in occupancy by either party.

"You should always get things in writing, have a business plan and make legal agreements, even if the people are your friends," says Vines. "If one deal goes awry, it could sour the whole relationship."

Most businesses in these types of partnerships prefer being on their own and hope to do so when the economic climate improves. How will a company know when it's time to move on?

"The natural growth of our businesses will indicate when it's time to cancel this arrangement," says Quadagno.

"It's a financial help for us now. Ideally, it would have been great to be on our own, but this way the receptionist is one less employee we have to pay," he says. "In another year the accounting firm will leave or we'll find more suitable space, like a warehouse, where we have room to grow."

Jones says he'll know the time is right



when he's spending more time dealing with the other business than with his own. So far that hasn't happened; he also says when there's no longer enough space for both companies, then it will be time to move on.

Vines says that the bottom line means everything in today's economy, so it makes great sense to find a company and people you're compatible with and share resources. [E]

Heather Larson, a writer in Tacoma, Washington, frequently writes about business and finance for a variety of publications.

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Hire learning

The right time to hire is when you want to grow your business

This is the first of four articles on the subject of hiring that author and entrepreneur Rhonda Abrams will be writing exclusively for The Costco Connection in 2011. Look for her next article, on 10 hiring do's and don'ts, in an upcoming issue.

By Rhonda Abrams

WHERE DO YOU see your business in a year? Three years? Five years? If you want to grow—serve more customers, create new products, make more money—you can't do it all alone.

When I started my first business, I didn't want to have a boss and I didn't want to be a boss. I waited too long—way too long—before hiring my first employee. I used to spend hours going to the post office, inputting data or running errands instead of working with paying clients. Hiring my first employee was a great decision: It helped me grow my company and grow as a person.

Think about why you went into business. It probably wasn't to do administrative tasks. With an employee—the right employee—you'll spend more time on what you're good at (and make money doing) and less time on grunt work. That's just one benefit of hiring an employee.

Having employees enables you to achieve several desirable goals:

- Serve more customers.
- Produce more products or services.
- Add additional skills and talents.
- Spend your time on money-producing activities.
- Use your time on the things you do best and like to do.

- Make money when someone else is working.
- Bounce ideas off someone else.
- Grow your company.

Few things make such a difference as hiring. Consider this: In America, more than 20 million businesses have no employees. If just 1 percent added an employee, 200,000 new jobs would be created! You can be part of that, while helping yourself and your business.

How do you know when it's the right time for you to hire? Perhaps, like restaurants, hotels and many tech companies, you need employees the day you open your doors. Or you're so busy that you turn away work or can't handle routine tasks. I'm always amazed by how many self-employed individuals don't have time to get out their invoices.

If you're thinking about hiring, or have hired recently, consider the following.

Figure out your needs. First things first: What, exactly, do you need an employee

to do? What tasks do you most want an employee to accomplish? You're almost certain to have a long, long list. Prioritize. Clearly define the work and you'll be more likely to find a candidate who fits your needs.

How much can you afford? Fear of making payroll is probably the biggest obstacle for most people. Of course, you need to make enough to pay yourself too. Change your outlook: Consider employees an investment (which they are), and carefully plan. Use a worksheet to help figure out your financial options.

Start slowly. You may not have to plunge in with a full-time permanent employee. Small businesses hire a quarter of their employees as part-timers. You may even want to get your feet wet by first using independent contractors for tasks such as marketing or book-keeping, as long as they meet the legal requirements for being contractors. (This is a murky and complicated area—do some research before going there.) That will help you determine whether you're confidently able to make payroll.

Make the mental leap. Before you place a help-wanted ad, begin to see yourself in a new way. Let's be frank: You're not going to learn to be a great boss overnight. But you can learn those skills just as you've learned other skills in building your business. ☐

Rhonda Abrams has started four successful companies. A regular contributor to The Costco Connection, she currently heads The Planning Shop, a publisher specializing in entrepreneurship and small business (www.planningshop.com).

Get a free copy of *Hire Your First Employee*

COSTCO AND INTUIT have teamed up to make Rhonda Abrams' newest book, *Hire Your First Employee* (The Planning Shop, 2010), available free to Costco

members. *Hire Your First Employee* guides you through nitty-gritty issues such as taxes and laws, payroll and benefits, and also the practices that will help make you, your employees and your business successful. For your free copy, go to www.costcopayroll.com/rhonda.



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Nine steps to getting your website noticed

Rise to the top



MEDIA BAKERY

By Andy Tilbrook

IF YOU'RE RUNNING a business in 2011, it's a no-brainer that you need a website. But is your company's site in the fast lane of the information superhighway or stuck in a cyber cul-de-sac?

Put another way, is it doing its job in terms of driving customers to look at and buy your goods and services? Does it appear at, or near, the top of an online search?

No matter how good your site looks, it's wasted if your online audience is too small. As most people know, you can pay to boost your search rankings—Google Ads, for example, will boost your standing, at a price. But there are some free tricks and tools that you, or your Web designer, can use to boost your ranking.

1 Search engines don't just find your site by accident—they need to know you exist. At the very least, submit your site to the "big three": Google, Yahoo! and Bing (owned by Microsoft). Key links:

- www.google.com/addurl/
- <http://search.yahoo.com/info/submit.html>
- www.bing.com/webmaster/SubmitSitePage.aspx

2 Another key place to submit your site is www.dmoz.org/help/submit.html. This is an independent, nonprofit Web-monitoring project that links to Google's directory. When you submit your site to dmoz, it will be checked by a real human being—now there's a novelty. The downside is that human beings, especially volunteers, take their time, so it may be a while before you reap the rewards.

3 Does your site have a sitemap? It's an often-neglected file that gives search engines a list of your website's contents. The good news is that you don't even have to know

how to make a map. Several sites, such as www.xml-sitemaps.com, will generate one for you. Again, you'll need to submit your sitemap to search engines.

4 Content is king when it comes to making your website visible to users, but put yourself into the minds of your potential customers. Let's say you're a shoe seller in Seattle. What would potential customers type into a search engine? They might be looking for

No matter how good your site looks, it's wasted if your online audience is too small.

someone local to them, for a particular brand, size or type of shoe. Now look at the text of your website. Have you got all these bases covered?

5 Keywords are hidden within the code of your website, but they should cover any search terms that your customers might use. It is worth getting them right. Google's search-based keyword tool (search "keyword tool" at www.google.com), can help. Ironically, Google doesn't take any account of keywords. Other search engines do, though.

6 Photos lift your website's appearance—and they can also help search engines if you're canny with naming the files. So "Gucci_Seattle_shoes.jpg" will help, while "shoepic23.jpg" will do nothing.

7 Links from other sites to yours can really boost your rankings, so it's worth getting involved in forums and discussion boards and linking back to your site. But beware of asking your best friend to link to your site in exchange for you doing the same. Search engines are wise to this tactic and disregard it.

8 Meta tags are optional HTML coding elements that provide information about a Web page. Your description meta tag is hidden from view, but it's a vital smoke signal for search engines. It's your chance to describe succinctly what your website is about. So keep it short and sweet, but remember that each page of your website can—and should—have a separate description.

9 In contrast, a more visible device is the headings you use on your website. These are essential reading for search-engine robots. Make them relevant. Better still, make them feature your site's keywords.

Now, armed with this information, go back to your website designer and check that your site is search-engine optimized. There are no guarantees this will result in more business, but it will certainly raise the profile of your site and put it in front of more potential customers. [E]

Andy Tilbrook is a freelance editor and writer in the UK specializing in business issues.

Success at sea

Quality and
sustainability are
hallmarks of
Trident Seafoods

By Stephanie E. Ponder

IF THERE'S ONE food that is consistently on consumers' minds for both its health benefits and environmental aspects, it's fish. The American Heart Association recommends at least two servings a week to do everything from increasing brain function to reducing the risk of heart disease. At the same time, it's impossible to avoid headlines about overfishing and matters of sustainability.



Chuck and Joe Bundrant

BRIAN SMALE

One company, Trident Seafoods, keeps working not only to bring customers the freshest and healthiest fish possible, but to help maintain the resource's long-term survival by staying well within catch limits.

Netting success

Trident Seafoods started with one boat, says founder and chairman Chuck Bundrant. Preceding the boat was a dream, one that Bundrant turned into a successful privately held and 100 percent American-owned seafood harvesting and processing company. While Trident processes fish from around the world, the company focuses on wild products from Alaska, including salmon, pollock, crab, halibut and cod.

Bundrant is modest about his success. "I've been blessed to be at the right spot at the right time with the right people," he tells *The Connection*.

In the fall of 1960, Bundrant was taking classes on a pre-veterinary track and working 40 hours a week. It was difficult to stay on top of both. The teen found inspiration in the film *North to Alaska*, and he and three friends set out from Tennessee on their own trek in January 1961. Bundrant laughs that "about the time we got to Seattle, my friends were ready to go back home."

Bundrant stuck it out, making \$1.47 an hour working on a processing ship in Alaska's Aleutian Islands. He says the first few years were really tough, but he worked his way up from deckhand to captain and scraped together the funds to buy his own crab boat in 1965.

He built a second crab boat in 1967, but sold it two years later and headed back to Tennessee, where he considered becoming a farmer. But Alaska

had gotten ahold of him, and three months later he returned, taking a job with Vita Food, a crab-processing business.

While working on a floating processor for Vita Food, Bundrant began to toy with the idea of catching and processing crab on the one vessel. At that time the combination was unheard of: Catching boats needed maneuverability, while processors needed space to handle and freeze the crab.

Ignoring the refrain of "it can't be done," Bundrant, along with his partners, Mike Jacobson and Kaare Ness, proved in 1973 that it could. Bundrant created a layout and had a naval architect draft the plans.

He called the resulting catcher-processor the *Billikin*, after a Native American good-luck symbol. "That was the beginning of Trident Seafoods," says Bundrant. "The boat was an instant success."

The advantages of being able to catch and process at sea meant the *Billikin* could go to the most abundant areas and then process and freeze the crabmeat without heading back to shore.

As for Trident's success, Bundrant points to investing his profits back into the business and the decision around 1977 to diversify. It was what he calls "a three-legged stool" approach—fishing for crab, salmon and bottom fish.

Trident has grown to boast a fleet of more than 40 vessels, and through various mergers and acquisitions—and forging a relationship with Costco in 2000—its shore-based presence has expanded to include 16 plants located throughout Alaska and the Pacific Northwest, plus one plant in Minnesota.

"The goal has always been to grow at a rate we could manage," says Bundrant. CONTINUED ON PAGE 29



JOHN VAN AMERONGEN

supplier profile

Company: Trident Seafood

Chairman: Chuck Bundrant

Employees: 6,000 (at the height of the season)

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"The relationship with Costco has made us a better company. They continually pose challenges that help us improve our products to provide better value to the members." —Joe Bundrant, Executive Vice President

(Left) Trident founder Chuck Bundrant, and his son, Joe, aboard the *Kodiak Enterprise*. (Top) The Bundrants in the wheelhouse. Trident has been supplying wild-caught Alaskan fish to Costco since 2000. (Inset) Trident's success started with the *Billikin*, a catcher-processor.



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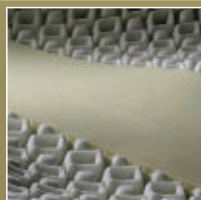
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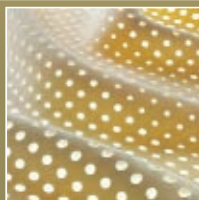
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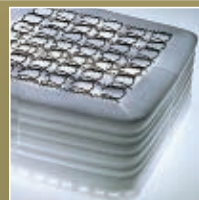
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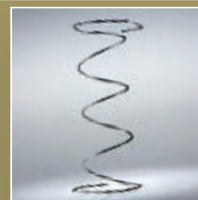
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Quality

From the beginning, Trident has taken pride in maintaining quality “from the source to the plate.” It’s a motto Bundrant is more than ready to back up.

“Quality control starts on the boats,” he says. “We’ve incorporated checks and balances all the way.”

The process starts with fishing the right varieties at the right time. Once caught, fish must pass through several stages of quality control, including everything from temperature monitoring to being x-rayed for bones. Everything is carefully weighed to make sure the weights are honest and accurate.

Trident employs a team of chefs and food scientists to create products that taste just as great at home as they do in the test kitchen at the company’s Seattle-based Innovation Center. Projects in the works include making their salmon burgers all natural, kosher and gluten free, and creating fish portions that won’t turn rubbery in the microwave.

“Our customers are the ultimate quality-control monitors,” says John van Amerongen, Trident’s chief sustainability officer. “They tell us how we’re doing and we pay very serious attention to all of their feedback. If you e-mail the address on our Ultimate Fish Sticks, chuckfishsticks@tridentseafoods.com, [Chuck

Bundrant] will personally read [the] e-mail. Clearly it’s very important to everyone here that the big boss gets positive feedback.”

Sustainability

Trident’s quality-control measures go hand in hand with their efforts to address sustainability. The company works closely with the North Pacific Fishery Management Council, which regulates groundfish management, and the Marine Stewardship Council, which promotes worldwide sustainable fishing practices.

“The key is matching input to output,” explains van Amerongen. “Alaska has individual vessel quota management systems for pollock, king and snow crab, halibut and sablefish. Ending ‘the race for fish’ lets us concentrate full-time on product quality.”

Another aspect of Trident’s sustainability efforts is a commitment to using all parts of the fish. “Aside from the obvious products, Trident also makes fish oil and fish meal, and raw materials and byproducts are used in pet treats and fertilizer,” explains Bundrant. “[Sustainability] is a long-term investment, and it’s the right thing to do.” He adds, “None of it’s worth anything if there aren’t any fish.” 🐟



Trident catcher-processor *Kodiak Enterprise* prepares to depart Tacoma shipyard.



Wild sockeye salmon packed in ice to preserve freshness.



Halibut fillets are trimmed at the Sand Point, Alaska, facility.



Packing Alaska Cod at Trident’s Akutan, Alaska, plant.



Finished bags of Trident Ultimate Fish Sticks are packed for Costco in Anacortes, Washington.

PHOTOS BY JOHN VAN AMERONGEN

A feel-good fish story

MARK KHO

IT’S NOT JUST customers that Trident’s founder Chuck Bundrant wants to make happy: He’s committed to his independent fishermen, employees and the communities where the company has processing plants.

Take the plant in Akutan, Alaska, for example. Located near the end of the Aleutian Islands, it has 1,040 employees at the height of the season. It’s very much a self-contained city, with Trident providing food and shelter for the employees. Bundrant built a church and recreation center between the plant and town so that everyone can enjoy it.

He’s also reached out to the various communities where Trident has plants by supporting local sports teams, and in the summer of 2010 he brought three performers from Norway and one (a fisherman) from Sand Point, Alaska, to all of those communities on what was called the Great North Islands Gospel Tour.

Additionally, every summer he makes a stop at each of the plants. Bundrant, who has more than two dozen employees who’ve been with him for more than 30 years, likes to walk through the plants saying thank you to his crew. When he was unable to attend an

employee’s 20th-anniversary party, he was put on speakerphone to offer his congratulations.

“That’s what keeps me going—my people,” says Bundrant. “It’s important to be sincere. Say thank you, and really mean it.”

It was his father’s commitment to employees that lured Bundrant’s son, Joe, back to the family business in 1996 from a job in the food service industry. The younger Bundrant, who is the executive vice president, remembers talking with his dad about the three stages of running one’s own business: First you’re just out to prove you can do it; then fear takes over and you stay up nights worrying. Finally, you reach a place where you’re doing what you’re doing out of a sense of responsibility to the employees who helped you build your company. Bundrant told his son, “These people depend on us.”

Joe remembers asking his dad, “What can I do to take pressure off of you?” Shortly after that conversation, Joe was working for Trident, committed to the business and especially to the people who make its success possible.

“You can’t expect your people to take care of you if you’re only looking at the bottom line,” says Joe. —SEP

(Left) Safe Harbor Church and Community Center, built by Trident partners for the Akutan community.

Costco International Photo Contest

2010 Winners

THIS YEAR'S COSTCO International Photo Contest asked members to "Give us your best shot." And that's exactly what they did, sending in 45,000 entries, the most in the contest's 15-year history. Entries came from the seven countries in which Costco operates, and the shots reflect the geographic and cultural diversity of those regions. We'd like to thank the photographers, Costco Photo Center, our sponsors—Your Photo on Canvas and Panasonic Lumix Digital Cameras—and the judges, experienced photographers, photo industry execs and writers including Carlene Canton, Jennifer Coulston, John Doe, Chris Fox, Pat Hackett and Elayne Rogers, who made the contest possible.



International Grand Prize Winner ▲
Neal Moran, St. Helens, Merseyside, United Kingdom

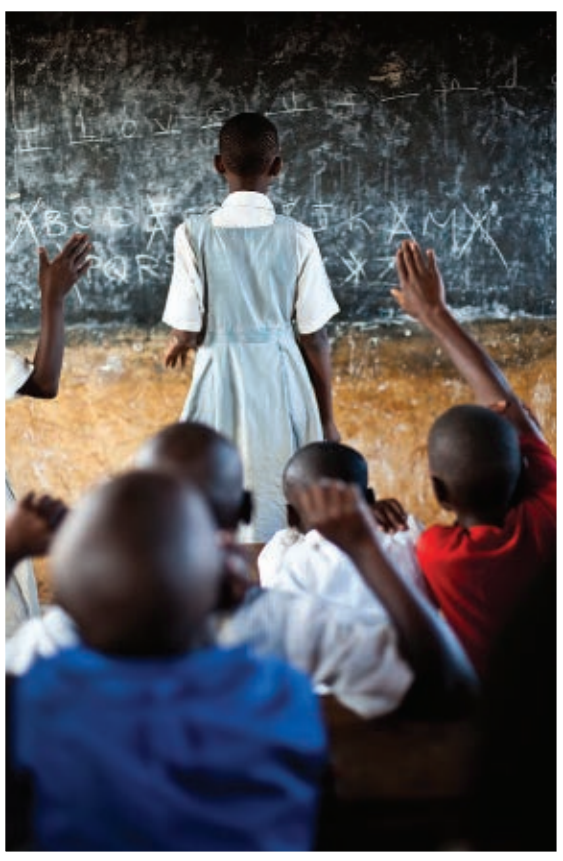
Tutu, too

"As you can imagine, I am over the moon at winning this prize," says International Grand Prize winner Neal Moran. Moran, a graphic designer, snapped this winning shot of his 4-year-old daughter, Freya, prior to her first stage performance with her dance school. "She looked so cute in her tutu. I just had to mark the moment with a couple shots," says Moran, who has dabbled in photography over the years, but really caught the bug when digital arrived.

Moran used a Canon EOS400d for the shot, which he says was really not set up, but more of an impulse shoot at home. "I thought it was a strong image between the red and the black, and the serious look on her face," he says. "To me it shows just what can be achieved in and around your own home and not having to spend lots on backdrops."

For his International Grand Prize, Moran received a Costco Cash card with a value of \$2,500.—*T. Foster Jones*





First Place Winner, U.S. ◀ Nick Stentzel, Orange, California

Class act

Last year, Costco member Nick Stentzel was shooting a documentary film in Uganda when he visited a school in the town of Lugazi. "Someone had just taught the kids how to play the game Hangman. Everyone was laughing and having a great time," says the 27-year-old, who has a B.A. in photography and is studying film directing at Chapman University. "The light in the classroom was beautiful," he continues. "I got caught up in the excitement, grabbed my camera and started shooting."

Stentzel, whose studies have taken him around the world, attributes his love of photography to his restless nature. "I can capture something unique and share a little bit of the amazing places I travel to with the people I love."

Stentzel will receive a \$1,500 Costco Cash card for his first-place photo.—TFJ



Second Place Winner, U.S. ▶ Quynh Nguyen, Santa Cruz, California

Bedtime stories

Quynh Nguyen has taken thousands of pictures of her daughter, Jodie, but this shot is one of her favorites. It was taken in 2009 during the family's first camping trip, when Jodie was 3 years old.

"We had a reading-before-bedtime routine and still do. And so Mike, my husband, brought Jodie's favorite book on this trip just for that," says Nguyen. "The lighting was perfect and the moment was cozy and truly sentimental."

The photo earned her a \$1,000 Costco Cash card second-place award in this year's contest—and much more. "This win has boosted my confidence to officially start my own child and family photography business [www.qnn-photography.com]!" reports Nguyen.—Tim Talevich

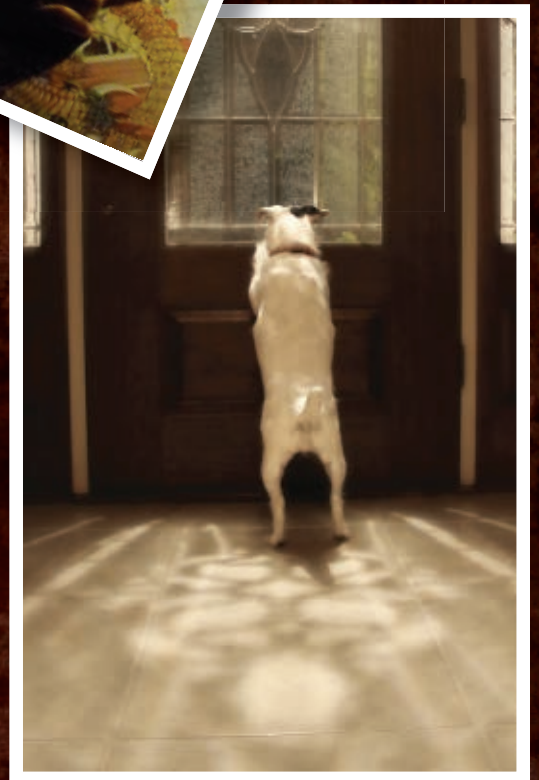
Third Place Winner, U.S. ▶ Kim Crisler, Austin, Texas

A dog's tale

"The dog always inspires the shot," says Kim Crisler, something that is evident from her business, which sells self-designed dog-related greeting cards and other merchandise (www.giftyidea.com).

Crisler's photo of her own dog, Lucy, by her front door, was taken at night. "It was taking forever for the camera to take the picture because it was so dark," she recalls. As to how she got Lucy to be so patient, Crisler says, "I can get her to do anything. She's really smart."

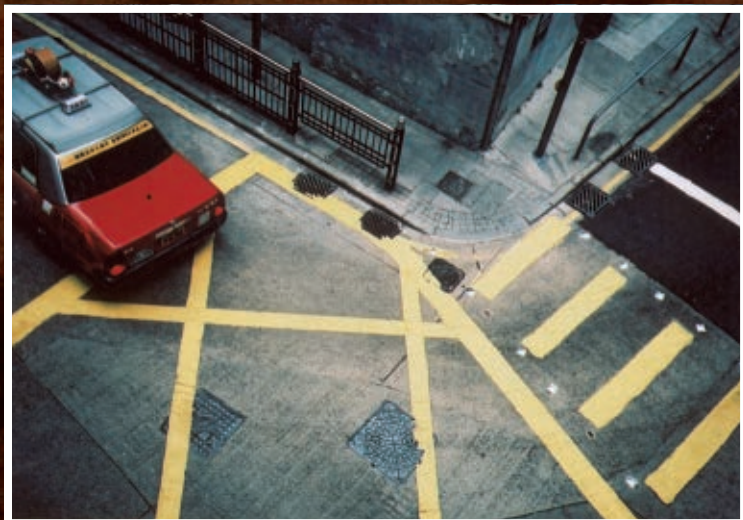
She says photography is just a hobby now, but she's working on getting better at it. "It took me about a year to read the manual," says Crisler, who put her \$500 Costco Cash card prize toward her business, "and it actually does make a difference."—Steve Fisher



International First Place Winners



Jean-Yves Ferreault, Japan



Chih-Ching Chang, Taiwan



Jinhee Lee, Korea

United States Honorable Mentions



Jayne Schlais, Seatac, Washington



Steven Riffel, Canada



Mateos Ortiz, Mexico



Andrew Todd, United Kingdom



**Donna Kolstead
Camano Island, Washington**



**Yelena Moore
Wilbur, Washington**



**Rex Steyskal
Warren, Michigan**

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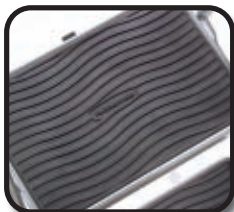
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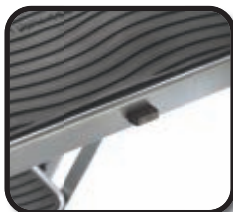


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Holmes is where the hearth is

Contractor-turned-celebrity has built his success on honesty, integrity and a passion for doing things right

By Mark Cardwell

A DECADE AGO, Lady Luck smiled on Mike Holmes. A big and chatty contractor from Toronto who started his own business at age 19, he was hired to build a big straw-bale custom home for Michael Quast, a local television executive who produced a home repair show and other lifestyle programs for specialty channels such as HGTV.

During a break in the building, Holmes started telling Quast about how sick he was of fixing botched jobs done by so-called professional contractors—debacles that often left people's financial and personal lives in ruins. "I went on a 30-minute rant," recalls Holmes, then 38. "Michael never said a word. But when I was done he said, 'I want you to do a pilot right away for a show about it.' I said, 'Are you nuts? I'm a contractor, not a TV guy.' But I thought about it and, three months later, we shot our first show."

Ten years and hundreds of episodes later, Holmes is an international celebrity and an icon of integrity and professional workmanship. Launched to stardom with *Holmes on Homes*, a TV reality show in which the contractor restores the homes—and lives—of homeowners who have been fleeced by unscrupulous builders, he has translated his name and fame into a one-man entertainment empire with a humanitarian mission.

President of the Holmes Group, a multimedia production company that makes and sells everything from TV shows, books and a magazine to DVDs, work wear and sundry items—all of them starring Holmes or stamped with his registered logo, Make It Right—he is also a tireless promoter of the building trades and a passionate advocate for improved building standards and energy-efficient housing and communities.

Holmes around the world

Those efforts aren't restricted to Holmes' home and native land. In addition to his work with international



© JOSEPH MARRANCA

Holmes on home renovation

With any renovation project, Mike Holmes suggests the following.

- 1. Slow down.** Don't rush into a renovation or you'll make bad decisions. You may need to wait for the right contractor.
- 2. Educate yourself.** Learn all you can about the materials and processes you'll be using in your renovation. What's involved? How long will it take?
- 3. Hire the right contractor.*** Ask for references, and go see them. Check for a license and insurance.
- 4. Get a permit.** This will make sure your job is safe and legal, and provide a record for future sale of your home.
- 5. Stay involved in the project.** This is not the time to take a vacation and hope your home will be perfect when you return. It's your project—be the boss.

*More tips on hiring a contractor on page 38.

charities such as SOS Children's Villages, he has become a familiar face on American television in recent years. *Holmes on Homes*, for example, which was the highest-rated show on HGTV Canada for much of the past decade, is now available to more than 100 million households in the U.S. on HGTV and Planet Green.

Holmes also did a six-hour TV special with actor Brad Pitt in which he built and/or oversaw the construction of several new homes in an area of New Orleans that was devastated by Hurricane Katrina. Built 8 feet off the ground, using the latest mold- and fire-resistant materials that Holmes helped to develop, the homes also feature solar panels that produce a surplus of energy that is fed back to the community's power grid.

"When we opened the first house the electrical meter was actually going backwards," recalls Holmes, laughing. "You should have seen Brad's face. He was so excited."

On *The Ellen DeGeneres Show*, Holmes rebuilt the house of a young Los Angeles family that had given a contractor its life savings upfront for a home renovation. "Big mistake," he says. "Halfway through the job the guy walked with all their money and left them with what I call a 'whole house disaster.' Their life was a living nightmare."

Dressed in his now-familiar dark brown overalls and a white muscle shirt that exposes his drain-pipe-size arms, Holmes, along with his trusty crew, ripped out and replaced the shoddy work with quality materials and craftsmanship. In his typical working-man-cum-white-knight style (a big reason, experts say, for his TV appeal), Holmes divided his time between comforting the homeowners and firing off bleeped-out invectives against the crooked builder with every hidden-behind-the-drywall discovery. "For most contractors it's about how fast they can move, not the results," says Holmes. "This is the easiest business I know of where people can get [in trouble] legally."

Holmes' history

Holmes acquired both his knowledge and his beliefs at an early age. As a child he

helped his late father, Jim, do repairs around the family's modest home in Toronto's tough East End. "I was always beside him, watching, infatuated with his ability to change things—to take down walls or redo our house's plumbing," Holmes wrote in the introduction of *Make It Right: Inside Home Renovation with Canada's Most Trusted Contractor* (Harper Collins, 2007), the first of three best-selling books he has written on home renovations (a fourth is coming out this spring). "He realized I wasn't going away, so he started to teach me."

Notably, Holmes rewired the family home (under his dad's supervision) at age 6. At 12, he renovated an uncle's basement on his own. "I did the whole thing," says Holmes, "the paneling, the stairs, the dropped ceiling—everything." Hired at 19 to run a renovation company with 14 employees, he soon started his own company and began doing major renovations of homes and businesses across Toronto.

In addition to his passion for the building trades, Holmes developed a hatred for the botched jobs done by other contractors, which he was often hired to repair.

"I really got sick and tired of seeing all the crap work," Holmes tells *The Connection*. "It made me want to educate homeowners."

Holmes' stretch

Through his TV shows, such as *Holmes Inspection*, an hour-long program that does more in-depth investigations of home renovations gone bad ("It's like *Holmes on Homes* meets *CSI*," he says), public appearances (often through the Holmes Foundation, a charity he founded to fund and fuel youth interest in the building trades) and the pages of *Holmes Magazine* (which was launched in the U.S. in the fall of 2010), Holmes has become an international household name.

Media and marketing experts offer many reasons for his success. Holmes, not surprisingly, has his own opinion on the matter.

"I think the biggest reason is that people need help buying or fixing their homes. And let's face it: Houses are the biggest thing most of us will ever buy in our lives. You have to protect that investment." ☐

Quebec City freelance journalist Mark Cardwell says he hammers words better than he does nails.

member profile

Name: Mike Holmes

Member at: Etobicoke, Ontario

Website: www.makeitright.ca

Comment about Costco:

"I love Costco so much; I bring my truck every time I go there because I can't fit all the stuff I buy in the car."

How to hire a good general contractor

By Will Fifield

CHOOSING A GOOD contractor (such as Mike Holmes, on page 36) is often the most important part of a home-improvement project. A good contractor can make the entire process smooth; a marginal one can leave you drained, financially and emotionally. The following tips can help you choose a good contractor.

- **Get recommendations and references.** Talk to friends, family and others who have used the contractor for similar work.

- **Get at least three written estimates.** Insist the contractors come to your home to evaluate what needs to be done. Be sure all the estimates are based on the same work so that you can make meaningful comparisons.

- **Check contractor complaint records.** Your state or local consumer protection agency or Better Business Bureau can provide this information.

- **Make sure the contractor meets licensing and registration requirements.** Your state or local consumer protection agency can help you find out what these requirements are.

- **Get the names of suppliers and ask if the contractor makes timely payments.**

- **Contact your local building inspection department to check for permit and inspection requirements.** Be wary if the contractor asks you to get the permit—it could mean the firm is not licensed.

- **Be sure your contractor is insured.** A contractor should have personal liability, property damage and workers' compensation insurance for workers and subcontractors. Also check with your insurance company to

find out if you are covered for any injury or damage that might occur.

- **Insist on a written contract** that states exactly what work will be done, the quality of materials that will be used, warranties, timetables, the names of any subcontractors, the total price of the job and the schedule of payments.


- **Understand your payment options.**

Compare the cost of getting your own loan versus contractor financing.

- **Don't make a final payment or sign a final release until you are satisfied with the work and know that subcontractors and suppliers have been paid.** Some state laws allow unpaid subcontractors and suppliers to put a lien on your home for bills the contractor failed to pay.

- **Pay by credit card when you can.** You may have the right to withhold payment to the credit card company until problems are corrected.

Be especially cautious if the contractor:

- Says the job will be a "demonstration."
- Offers you a discount for finding other customers.
- Quotes a price that's much higher or much lower than other estimates.
- Pressures you to make an immediate decision about proposed work. 

Source: The Federal Citizen Information Center (www.consumeraction.gov)

Alarming situation

YOU CAN'T SEE IT and you can't smell it, but carbon monoxide (CO) can kill you. Each year hundreds in the U.S. die from CO poisoning and thousands more are hospitalized. That's why the National Fire Protection Association (NFPA, www.nfpa.org) recommends placing at least one CO alarm on each level of a home and one in or near every bedroom or sleeping area.

A recent survey conducted by First Alert, a leading supplier of CO alarms, found that nine out of 10 U.S. households are not in compliance with the NFPA's carbon monoxide alarm recommendations. In fact, the survey showed that 40 percent don't have any working CO detectors in their homes at all.

To address the problem, close to 30

states in the U.S. now require carbon monoxide alarms in new and existing homes, condos, town houses and dwellings where a portion is used for sleeping (www.systemsensor.com/co/pdf/State-CO-Code-Summary.pdf).

Often called the silent killer, carbon monoxide is created when fuels such as gasoline, wood, coal, natural gas, propane, oil and methane burn incompletely. Stoves, furnaces and other residential heating and cooking appliances that burn these fuels are potential sources of carbon monoxide. Vehicles or generators can also produce dangerous levels of carbon monoxide when left

running in an attached garage.

Carbon monoxide poisoning can easily be mistaken for the flu because its symp-



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For more related household tips, go to Costco.com and click on "Costco Connection Magazine," then click on "Costco Almanac."

toms—shortness of breath, nausea, dizziness, lightheadedness and headaches—are very similar.

Everyone is susceptible to CO poisoning, but infants, pregnant women and people with physical conditions that limit their ability to use oxygen, such as emphysema, asthma or heart disease, can be more severely affected by low concentrations of CO than healthy adults. High levels of CO can be fatal for anyone, causing death within minutes.

To keep your family safe, and to keep in compliance with state laws, CO alarms should be installed in a central location outside each sleeping area and on every level of your home. For the best protection, interconnect all CO alarms throughout your home. When one sounds, they all sound.—WF

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You'll find a selection of carbon monoxide alarms at your local Costco warehouse.

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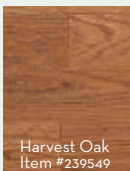


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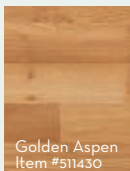
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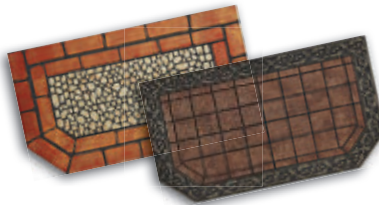
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De-cluttering 2.0

Taking a fresh look at your old stuff

By Andrea Downing Peck

IS YOUR HOME a collection of overflowing closets and barely recognizable countertops? Do you hang on to things that “might be valuable one day” or are “too good to throw out”?

If so, you are not alone. Clutter to one degree or another affects everyone's life.

Fortunately, there are ways to overcome three of the biggest obstacles to de-cluttering: finding the time, knowing where to donate your goods and determining whether an item is worth hanging on to.

Finding the time

Because deciding whether long-held objects should stay or go can be time-consuming, Darnita Payden, a life-management specialist in Washington, D.C., says you can speed the process by asking yourself five questions:

- When was the item last used?
- When might you use it?
- Does the object enhance or hinder your life?
- Has it affected the quality of the life you are living or want to live?
- Is it replaceable?

Payden, a Costco member, recommends

focusing on smaller, manageable parts when de-cluttering a room so success is tangible. For example, rather than tackling an entire bedroom, start with only the dresser or bed.

“If you haven't slept in your bed for a year because of clothes and other things on top of it, and you are able to get your bed de-cluttered, that instant success drives you to complete the rest of the room,” said Payden.

Payden says taking before-and-after photographs provides visual evidence of progress along the way and defeats negative thinking. She also doesn't allow clients to transfer clutter by moving it from one room to another.

Donating and repurposing

Thanks to the Internet, finding organizations that can use your unwanted items is not

difficult. While Goodwill and Salvation Army continue to accept a broad spectrum of goods, other organizations can find new uses for items ranging from prom dresses to crayons.

Here are several unique options for repurposing discards:

- Dress for Success accepts interview-appropriate women's clothing and shoes for disadvantaged women. To find a location near you, go to www.dressforsuccess.org.

- Use eBay Giving Works, givingworks.ebay.com, to sell unwanted items and donate up to 100 percent of the sale price to a non-profit organization in your area or nationwide. eBay refunds seller fees equal to the percentage of the profits donated.

- The Glass Slipper Project, www.glassslipperproject.org, collects almost-new formal dresses and accessories and gives them to Chicago high school students in need.

- Depending on which state you live in, the Military Order of the Purple Heart, www.purpleheart.org, will schedule pickup of donated cars, RVs, clothing and household goods. Proceeds from sales of donated goods support veterans programs.

- Cell Phones for Soldiers, www.cellphonesforsoldiers.com, provides prepaid shipping labels when accepting donations of old cell phones. Proceeds from recycling phones are used to buy calling cards for deployed soldiers.

- Unwanted crayons can be shipped to the Crayon Recycling Program, www.crazycrayons.com.

Before donating goods to a charity, Shawn

CONTINUED ON PAGE 44

The Costco Connection

Costco members will find a variety of organizational items in the warehouse and on Costco.com, including shelving, storage containers and bins of all sizes, racks and more. California Closets, available at the kiosks, can help you keep your things organized.

CONTINUED FROM PAGE 43

Van Gorder of the Better Business Bureau Wise Giving Alliance (www.bbb.org/us/charity) suggests asking whether the organization has requirements on the condition of the items it accepts and can provide a tax receipt. He cautions anyone donating a vehicle to sign over the title to the charity accepting the gift.

Hanging on

If you cannot let go of an item for fear it will skyrocket in value, antiques and collectibles expert Harry Rinker offers sobering news about the depressed state of the market.

"There's always been change in the antiques and collectibles field, but never a change like we've gone through in the last 10 years," says Rinker, who believes there no longer are blue-chip antiques and collectibles that always will go up in value.

Rinker also sees no upside financially in giving shelf space to fad collectibles such as Coca-Cola polar bears, Wade cottages, 9/11 memorabilia or Princess Di souvenirs.

Rinker, whose book *Sell, Keep, or Toss?* (House of Collectibles, 2007) outlines strategies for downsizing, recommends hiring an appraiser to do a walk-through appraisal before you decide what to do with a houseful of stuff. For \$25 to \$150 per hour, an appraiser can value household goods and collectibles and provide a sales plan with options ranging from yard sales

Free your home from the clutter trap

PROFESSIONAL ORGANIZER and Costco member Peter Walsh says it is possible to free your home from the clutter trap.

"It's important on a regular basis to walk through your home and make some hard choices to ensure the stuff you own fits reasonably in the space you have," Walsh states. "It's never about the space you have. It's about the volume of stuff you have."

Walsh, whose series *Enough Already!* with Peter Walsh will air in January on the Oprah Winfrey Network, offers a three-step process for keeping clutter in check:

- Complete the cycle. If you use it, put

it away. If you dirty it, wash it, etc. When a family thinks this way, there no longer is a trail of clutter left throughout the house.

- Do the "trash bag tango." Have family members spend 10 minutes a day wandering room to room with two trash bags—one for garbage and one for items no longer used that will be donated or sold.

- Stop bringing anything new into your house—no new clothes, toys or yard sale bargains—until you create within your home the mood and atmosphere you want.

"Small steps consistently applied will yield huge results," Walsh says.—ADP

and Craigslist.org to specialty auctions.

Costco member Aaron LaPedis, whose book *The Garage Sale Millionaire* shares his collecting expertise, has a more optimistic view. He argues that coin collections, for example, "are never clutter" since they are worth face value at a minimum. He also puts a premium on rare comic books and baseball cards.

His number-one tip is "don't throw away anything unless you are 100 percent sure you know the value." If an item currently is valued at half its historic highs, he advises waiting another year before selling. EBay is a good bellwether of current and past values, he adds.

"If it has true value, this is the toughest

time," LaPedis notes. "You aren't going to make as much money selling it now as in the future. The economy is getting better, and that will help the collectibles market get better too."

Finally, Payden offers her own pearl of wisdom.

"Don't be offended when your valuable is not somebody else's valuable," she says. "There are some things that shouldn't be recycled or donated. Some things just need to leave your house." ☐

Andrea Downing Peck, a journalist from Bainbridge Island, Washington, writes about lifestyle, finance and military-family issues.



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Myth information

Common heart-health myths exposed

By Jennifer Nelson

HEART DISEASE IS the leading cause of death in the United States, so it's crucial that people understand the facts. All too often conventional wisdom is way off the mark, say many doctors, and that misunderstanding can have serious impacts on your health.

Myth 1: Heart disease and heart attacks are an inevitable part of aging.

Truth: Your risk of a heart attack doesn't have to increase as you age. Of course, you can't change your genes, but you can change the things you do, such as quitting smoking. The Interheart study, landmark research that spanned 30,000 people in 52 countries, showed heart attacks and strokes are preventable when you take measures to improve your risks with exercise, a balanced diet and stress management.

"Most people, as they age, do develop hardening of the arteries [atherosclerosis], but not all of us go on to develop heart disease," says Dr. John M. Kennedy, director of preventive cardiology and wellness at Marina del Rey Hospital in Marina del Rey, California, and co-author of *The 15 Minute Heart Cure: The Natural Way to Release Stress and Heal Your Heart in Just Minutes a Day* (Wiley, 2010).

Myth 2: Only Type A personalities have heart attacks.

Truth: Data from the 1950s showed that hot-tempered, high-strung workaholics had a two-fold risk of cardiac disease. Today, research finds Type A's may be more likely to exercise to offset stress than Type B's, the procrastinator personality. What's more, Type D's—distressed,

depressed, glass-half-empty types—may be at greatest risk since a worrywart personality increases inflammation in the body. "When you're anxious all the time, your flight-or-fight response is always turned on," says Kennedy, a Costco member. Your blood becomes thick and sticky and your body is in a constant state of inflammation, which increases your odds of heart disease.

Myth 3: High cholesterol is the main cause of heart disease and heart attacks.

Truth: The higher the cholesterol, the more likely you are to have a cardiac event. But it's the type of cholesterol that's the trouble. Total cholesterol is made up of low-density lipoprotein (LDL: the lousy kind), high-density lipoprotein (HDL: the happy kind), triglycerides and very low-density lipoprotein (VLDL), which carries triglycerides through the blood. Specifically, it's the small-particle LDL cholesterol that puts you at risk for heart disease and heart attack, but detecting it requires a more specific test and most people don't even have it measured. Over time, the lining of the blood vessels develop plaque buildup predominantly from small-particle LDL cholesterol. If you have a family history of heart disease (your dad had a heart event before 55 or mom before 65), ask your doctor about running more specific cholesterol screenings, such as the small-particle LDL cholesterol test, that can further evaluate your risk.

Myth 4: Loners don't have to worry about a broken heart.

Truth: Today cardiologists agree that emotions and mental state profoundly affect heart health. "Studies show there is an increased risk of heart disease in people who are socially isolated and depressed," says Dr. Nieca Goldberg, a cardiologist, medical director of the New York University Women's Heart Program and author of *Dr. Nieca Goldberg's Complete Guide to Women's Health* (Ballantine Books, 2008). Depression and social isolation may increase

the activity of platelets, which are cells that make blood clots. This increased activity raises stress hormones, blood pressure and glucose, and ups your risk of cardiovascular disease. Additionally, environmental factors probably play a role since people who are lonely and blue may not exercise, eat healthfully or take care of themselves. While there's no evidence that expanding your social network and preventing the doldrums improves your cardiovascular risk, it stands to reason, Goldberg explains, that folks who are deeply connected to others may lead happier, more fulfilling lives and therefore develop less heart disease.

CONTINUED ON PAGE 48

Myth: Men and woman exhibit the exact same symptoms when having a heart attack.

Truth: "The most common symptom in both men and women is chest discomfort; however, women generally have symptoms that are not typical," says Dr. Nieca Goldberg, a cardiologist.

Symptoms	Men	Women
Shortness of breath with low exertion	✓	✓
Chest pressure like an elephant sitting on it	✓	✓
Neck, jaw or back pain		✓
Weakness		✓
Fatigue		✓
Sense of impending doom		✓
Indigestion		✓
Lower chest pressure that could be mistaken for stomachache		✓

The Costco Connection

Costco members can manage heart health with prescription medications, over-the-counter supplements, exercise equipment, blood pressure cuffs and defibrillators at Costco and Costco.com. More information on Healthy Heart Month on page 55.

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CONTINUED FROM PAGE 47

Myth 5: No pain, no gain.

Truth: Many sedentary people think you have to exercise at an intense level to achieve cardiac benefits. This myth grew from the advice of well-intentioned exercise physiologists, who advocate improving aerobic fitness with high-intensity workouts. But you don't have to enlist in a strenuous boot camp, join a gym or buy fancy equipment. Just put one foot in front of the other until you're breathing fairly heavily, able to talk but not sing.

Myth 6: Alcohol is bad for your heart.

Truth: For years it was said that alcohol is bad for your heart, but more than 20 studies show 8 ounces of alcohol, whether wine, beer or spirits, have a protective benefit, says Kennedy. Ethanol is the active ingredient in alcohol that increases HDL and protects against plaque formation. Plus, red wine is packed with antioxidants that act as a natural diuretic, which may help prevent arteries from becoming clogged with fatty blockages. If you don't drink, you needn't start, since those antioxidants are found in grapes, chocolate and coffee, but if you enjoy an alcoholic beverage, one 8-ounce serving per day is OK. ☐

Jennifer Nelson covers health for Self, Oprah, Prevention and Parade magazines.

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Reference: 1. Nielsen Strategic Planner. FDMxWM. 52 weeks ending 10/02/10 (consumer data).

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Buyer's pick

Teresa Thompson
Pharmacy Buyer




THE NATIONAL INSTITUTES of Health compiled results from multiple studies that conclude that higher intake of magnesium is associated not only with decreased risk of coronary heart disease, but with decreased risk of stroke and abnormal heart rhythms as well.

Many foods are a good source of magnesium, including whole grains, nuts, legumes, dark leafy green vegetables and shellfish. Spinach and Swiss chard are the best sources, with just one cup providing more than a third of the daily requirement.

Magnesium can also be taken in a dietary supplement, such as Nature Made Magnesium 400 mg Liquid Softgels (150-count bottle), which is available at all Costco locations.

About 50 percent of Americans get adequate amounts of magnesium in their diets, but some people need supplements,

including those with health problems that may affect magnesium absorption.

- Some medicines may result in magnesium deficiency, including certain diuretics, antibiotics and medications used to treat cancer.
 - Individuals with poorly controlled diabetes may benefit from magnesium supplements.
 - Magnesium supplementation may be indicated for persons with alcoholism.
 - Individuals with chronic malabsorption problems such as Crohn's disease may need supplemental magnesium.
 - Individuals with chronically low blood levels of potassium and calcium may have an underlying problem with magnesium deficiency.
 - Older adults are at increased risk for magnesium deficiency.
- Before using supplemental magnesium, check with your doctor or pharmacist to make sure there are no conflicts with your other medications or treatments. 



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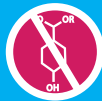
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656-A50

for your
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Making sense of anemia

By Joseph Hanna



IT'S A COLD, dreary winter's morning after the holidays, and it takes all your strength just to get out of bed, but it's not just today—you've been feeling tired and run-down for more than a month. Unfortunately, fatigue

is a nonspecific symptom that can occur for any number of reasons. One common cause is anemia. Here are a few things you should know about it.

What is anemia exactly, and how does it affect the body?

Anemia is a general term that refers to various conditions that affect red blood cells in a way that prevents the body from getting all the oxygen it needs, resulting in fatigue. This occurs any time there aren't enough red blood cells with enough hemoglobin, a protein-based component of red blood cells that can properly hold on to oxygen. Symptoms of the common forms of anemia include tiredness, pale skin, trouble sleeping, dizziness, shortness of breath and fast heartbeat.

What are some common causes of the different types of anemia?

Red blood cells can be lost when a person has bleeding due to an undetected stomach ulcer, hemorrhoids, childbirth, heavy menstruation or some surgical procedures. One type of anemia is iron-deficiency anemia, where the body doesn't have enough iron to make hemoglobin. The body also needs folic

acid and vitamin B₁₂ to make hemoglobin. Those who do not get enough meat or vegetables in their diet can sometimes be low in one or more of these three things.

If my doctor advises me to take iron supplements, what should I know about them?

The first thing to know is that iron is a metal and can be toxic at doses higher than recommended. Iron supplements come in different salt forms that each contain a different amount of elemental (actual) iron and are most easily taken orally as tablets. It is important that your doctor tell you how much elemental iron is being recommended so that when you go to the pharmacy counter your pharmacist can help you choose the right one for you.

Often, a doctor may recommend taking iron at a higher dose for three to six months to get the total body levels corrected, and then at a much lower regular dose or discontinued altogether based on blood-test results.

Iron supplements are absorbed into the body best on an empty stomach accompanied by some acidic juice, such as orange juice. Most stomach upset can be reduced by increasing the dose slowly to the prescribed dose and constipation can be managed by drinking plenty of water.

Where can I learn more?

In addition to whatever information your doctor, primary physician or pharmacist can provide, there are a number of valuable sources on the Internet. Two good ones are:

- National Anemia Action Council, www.anemia.org
- Keep Kids Healthy, www.keepkidshealthy.com [H]

Joseph Hanna is a Costco Pharmacy professional services manager in Canada.

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The Costco Connection

Costco members will find iron supplements in the pharmacy area, as well as a variety of fresh, iron-rich foods throughout the store.

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YOUR HEALTH CARE PLAN

Managing work with L.O.V.E.

By Gabriela Cora



DO YOU WORK eight hours, enjoy recreational activities eight hours and sleep eight hours every day? Probably not. Life-work balance is a myth. Instead, busy employees, business owners and executives ought to focus on managing work in life with L.O.V.E.

Lifestyle strategies. Too busy to exercise? Many people cut down on exercise when they experience increased work demands. Others fast through long hours at the job, while their companions binge on any junk they can get their hands on. Many sleep less to work more. Let's rethink a formula that works: To keep a healthy lifestyle, eat nutritious food at regular intervals, exercise at least 30 minutes daily, find ways to relax and make sure your sleep refreshes your busy mind.

Organize your day. Like to be spontaneous? That's wonderful, but keep the surprises for special occasions. For everyday responsibilities, the busiest folks succeed by planning, prioritizing and organizing their hectic schedules. Many struggle with overlapping responsibilities. When this happens, healthy lifestyles and important activities with the family are pushed to the bottom of the list. Keep your priorities in check: Plan ahead so you will be efficient within your time constraints.

Values. Do you say you cherish your significant relationships, but in reality spend dwindling time with loved ones? What you think and say doesn't match your actions. You are not in alignment if you say you value excellence but submit sloppy work or if you say you love spending time with your kids but never make the time. Sometimes people get so busy they forget to revisit their true motivation to work to create better lives for the people they love. Take the time to find out what's truly important to you.

Enjoy. Do you wake up thinking you will have an amazing day or do you make a list of the bad things that will probably happen? Your outlook on life may be predisposing you to win or lose. Perhaps you are working like two or three people at work, you just lost your main account and your family talks to you only when they need something. How about making a list of what you enjoy from work, of the people who love your products or services, and the cherished times when you and your family laugh together? Have the intention to enjoy each and every day. ☑

*Gabriela Cora works with people who want to be healthy while they become wealthy. She is the author of **Leading Under Pressure** (Career Press, 2010).*

Delivering hope

THE U.S. POSTAL Service is known for delivering mail and packages throughout America, but did you know it is the largest contributor to the National Marrow Donor Program's (NMDP) Be The Match Registry?

Thousands of people with leukemia, lymphoma and other life-threatening blood diseases need donor matches for bone marrow or blood cell transplants, yet there is only a 30 percent chance of patients finding matches within their own families. The Postal Service leverages the country's second-largest civilian workforce by delivering hope that a lifesaving match can be found.

Postal Service employees and their spouses and dependents, ages 18 and older, are eligible to participate through the Delivering the Gift of Life campaign at no cost for type-testing of tissue.

Any person of any race or ethnicity who is 18 to 60 years old

and meets donation health guidelines can become a potential volunteer donor. Interested postal employees who are not currently part of the registry can send an e-mail to marrowcampaign@usps.gov. Others who want to help or become a part of the Be The Match Registry can go to www.bethematch.org for more information.

The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

"Our Delivering the Gift of Life campaign has been one of our best investments over the years, adding more than 53,000 potential volunteer donors to the Be The Match Registry," said recently retired Postmaster General John E. Potter. "It makes me proud to know our employees believe in the spirit of community, and their generosity and self-sacrifice continue to amaze me." —T. Foster Jones



KEN BROWN



Healthy Heart Month

UNDENIABLY, A HEALTHY lifestyle is the best defense against heart disease. Lifestyle choices in your control can keep you on a heart-healthy path.

The Mayo Clinic (www.mayoclinic.com) offers a concise set of strategies for implementing a heart-healthy lifestyle.

1. Quit smoking

When you give up smoking, your risk of heart disease drops dramatically within just one year. No matter how long or how much you smoked, you'll start reaping rewards as soon as you quit.

2. Stay active

Guidelines recommend that you get at least 30 to 60 minutes of moderately intense physical activity most days of the week. Gardening, housekeeping, taking the stairs and walking the dog count toward your total time. You don't have to exercise strenuously to achieve benefits.

3. Eat for your heart

Heart-healthy eating isn't all about cutting back; it's about watching what you eat. Most people need to add more fruits and vegetables to their diet, with a goal of five to 10 servings a day.

Limiting certain fats is also important. Of the types of fat, saturated fat and trans fat increase the risk of coronary artery disease by raising blood cholesterol levels.

A heart-healthy diet also means drinking alcohol only in moderation—no more than two drinks a day for men, one a day for women.

4. Watch your weight

Reducing your weight by just 10 percent can decrease your blood pressure, lower your blood cholesterol level and reduce your risk of diabetes.

5. Regular health monitoring

High blood pressure and high cholesterol can damage your heart and blood vessels. Screening can tell you what your numbers are and whether you need to take action. (Note: Costco Pharmacies offer screening clinics; check with your local warehouse for schedules.)

See MayoClinic.com for the full article, "5 medication-free strategies to help prevent heart disease." —David Wight



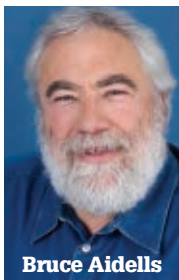
One-pot wonders

Savory dishes are deeply satisfying

By Bruce Aidells


THE IDEA OF cooking a satisfying meal in a single pot has deep roots all over the world. While the easy cleanup of having to wash only a single pot may have been a minor motivation, the need to provide a family supper was probably inspired more by economic necessity and limited cooking facilities (think fireplace, campfire or hole in the ground). Most often these recipes made good use of tougher, cheaper meat cuts, and cooking slowly in one pot conserved the use of precious fuel.

Today economic necessity may still be the motivation for one-pot meals, but probably the best reason is the many delicious dishes from different cuisines to choose from. While these dishes require a few hours of slow cooking, the actual prep-



Bruce Aidells

aration time isn't lengthy. Best of all for the busy cook, they all benefit and improve from being made a day or two ahead and refrigerated. When ready to serve they can be quickly defatted (simply spoon the fat off the top) and gently rewarmed.

Since leftovers are a precious asset in the fridge, I have portioned the recipes (six to eight servings) to provide enough food for the next day. For entertaining they are ideal served buffet-style from a chafing dish or slow cooker. 

Bruce Aidells is co-author of The Complete Meat Cookbook and star of Good Cookin' with Bruce Aidells, which airs on Live Well Network or can be viewed at www.livewellnetwork.com or on Facebook at www.facebook.com/goodcookin.

California Beef Stew with Zinfandel

3 to 4 pounds beef chuck or round, cut into 2-inch cubes

2 tablespoons olive oil

¼ pound pancetta, cut into ½-inch dice

¼ pound dry coppa, cut into ½-inch dice

½ cup flour

2 cups chopped onions

1 tablespoon minced garlic

3 cups (about 1 bottle minus a taste for the cook) California Zinfandel

2 cups chopped canned Italian-style tomatoes

1 cup beef stock, preferably homemade, or canned low-salt chicken broth

1 bay leaf

Salt and pepper to taste

HERB AND PAPRIKA RUB FOR BEEF

1 tablespoon kosher salt

1 tablespoon paprika, preferably sweet Hungarian

2 teaspoons freshly ground coarse black pepper

2 teaspoons chopped fresh thyme or 1 teaspoon dried thyme

1 tablespoon chopped fresh rosemary

To make the rub, mix all rub ingredients. Toss the mixture with the beef, cover and marinate at room temperature for up to 2 hours or overnight in the refrigerator.

Preheat the oven to 325 F. In a large Dutch oven or heavy lidded pot, heat olive oil over medium heat. Cook the pancetta and coppa until the fat is rendered and pancetta is golden, about 5 minutes, stirring often. Remove the pancetta and coppa with a slotted spoon; drain them on paper towels.

Toss the seasoned beef with the flour in a large shallow bowl, shaking off excess flour. Brown the meat on all sides over medium-high heat, then transfer it to a platter. Pour off all but 2 tablespoons of the fat from the pot.

Add the onions and garlic, reduce heat to medium and cover pot. Cook and stir until the onions are soft and beginning to color, about 5 minutes. Scrape up any browned bits from the bottom of the pot. Add the wine to the pot and bring to a boil; scrape up any more browned bits from the bottom of the pot.

Return the beef, pancetta and coppa to the pot along with the tomatoes, beef stock and bay leaf. Bring to a simmer, stirring well. Cover the pot, put the stew in the oven and bake until the beef is fork-tender, about 2 to 2½ hours.

Remove the pot from the oven and degrease any fat from the surface. Taste the stew; if it's watery remove the solids and boil the liquid to concentrate the flavor and slightly thicken the sauce. Remove the bay leaf and return solids. Adjust seasoning with salt and pepper, and serve. Serves 6 to 8.

The Costco Connection

You'll find meats, vegetables and other fresh ingredients for these delicious one-pot meals and all your cooking needs at your local Costco warehouse.

BEATRIZ DA COSTA



BEATRIZ DA COSTA

Braised Pork Butt with Port and Prunes

- 1 boneless or bone-in Boston butt or pork shoulder butt, about 4 pounds, trimmed of most external fat
- 2 tablespoons olive oil
- 1 cup finely chopped, well-washed leeks, white part only
- ½ cup finely chopped carrots
- 2 cups peeled pearl onions, fresh or frozen and partially defrosted
- 2 bay leaves
- 1 cup port
- ½ cup low-salt chicken broth
- 1 cup pitted prunes
- ¼ cup Armagnac, slivovitz (plum brandy) or brandy (optional)
- Salt and pepper

HERB AND MUSTARD RUB FOR PORK

- 2 teaspoons chopped fresh sage or 1 teaspoon dried sage
- 2 teaspoons chopped fresh thyme or 1 teaspoon dried thyme
- 1 teaspoon powdered mustard
- 2 teaspoons salt
- 1 teaspoon black pepper

Preheat oven to 350 F. Combine the sage, thyme, mustard, salt and pepper in a small bowl and rub generously all over the meat. In a heavy lidded pot or Dutch oven just large enough to hold the pork, heat the oil over high heat. Brown the pork on all sides for about 7 to 8 minutes. Remove the pork and set aside.

Pour off all but about 1 tablespoon of the fat; add the leeks, carrots and pearl onions. Lower the heat to medium, cover the pot and cook until the vegetables have softened, about 5 minutes. Add the port and broth, and scrape up any browned bits from the bottom of the pan. Add the prunes and Armagnac, and bring to a boil. Return the pork to the pot and spoon some of the prunes and vegetables over the top.

Cover the pot with foil and fit the lid on tightly. Cook the pot in the middle of the oven for about 1½ hours or until the pork is quite tender. Remove the pork from the pot and keep warm. Skim off any fat from the surface, remove 6 prunes and purée them in a food processor or blender. Stir the purée back into the sauce and boil briefly to thicken. Taste the sauce for salt and pepper, and adjust as desired. Remove strings from the pork, if necessary, and carve into ½-inch-thick slices. Spoon the sauce and prunes over the meat and serve. Serves 6 to 8.



BEATRIZ DA COSTA

Moroccan Lamb and Lemon Tagine

- 3 pounds boneless leg of lamb, cut into 2-inch chunks
- 1½ cups finely diced onions
- 1 tablespoon minced garlic
- 1½ teaspoons ground ginger
- 1 tablespoon paprika
- ½ teaspoon ground cumin
- ½ teaspoon turmeric
- ½ teaspoon black pepper
- 1 teaspoon salt
- Pinch of saffron (optional)
- 1 teaspoon dried mint
- ¼ cup chopped fresh cilantro stems (save leaves for garnish)
- 1½ cups water
- 3 carrots, peeled and cut into 1½-inch chunks
- 1 fresh lemon, cut into eighths lengthwise and seeded
- ¼ cup fresh lemon juice, plus more to taste
- 20 kalamata or mild green olives, well washed and pitted
- 2 cups crookneck squash or yellow zucchini, cut into 1½-inch chunks, or whole okra (or combination of all three)
- Cilantro leaves, for garnish

Combine the first 12 ingredients in a large heavy pot with a lid or a Dutch oven. Add the water; bring to a boil. Reduce the heat to a simmer, cover the pot and cook for 1 to 1½ hours, or until the lamb is tender. Add more water if needed.

Add the carrots and lemon wedges, making sure they are covered with liquid (add more water, if needed) and cook for 10 more minutes. Add lemon juice, olives and squash, and cook, covered, for 10 to 15 minutes more or until the carrots and squash are tender. Remove the solids from the pot with a slotted spoon, leaving the liquid behind.

Arrange the meat and vegetables in a shallow serving dish or deep platter. Degrease the sauce and reduce it by boiling to concentrate the flavors. It should have a soup-like consistency. Taste for salt, pepper and lemon, and adjust as desired. Pour the sauce over the meat and vegetables. Garnish with cilantro leaves. Serves 6 to 8.

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—Kathryn

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The wines of the Rhône

This famous
French region has
two lovely sides

By Annette Alvarez-Peters

WHEN WINTER CHILL fills the air, I enjoy red wines with a more robust character. Wines from southern France's scenic Rhône Valley are excellent choices that express the distinct sense of place of two subregions of differing geography, soils and climate.

The northern Rhône is famous for bold Syrah-based wines; in the south, Grenache takes center stage. Many other red wines come from the Rhône, with a wide range of price points, from the values of Côtes du Rhône to the pricey, world-class wines of Hermitage.



MICHAEL FALCO

A look at the north

The northern Rhône is a beautiful, small viticultural area producing approximately 5 percent of the wine from the Rhône Valley. Steady winds from the north, called the mistral, cool the climate and influence the varieties of grapes grown in this hilly area. According to law, a number of red-wine appellations in the north can be planted only with Syrah grapes.

Situated farthest north is Côte-Rôtie, with plantings of Viognier, a white grape. Up to 20 percent of Viognier can be legally added to Syrah, to create an elegant blend with beautiful smokiness. The most famous vineyard sites are the Côte Brune and Côte Blonde—named, it is said, by the owner, who had two daughters, one brunette and one blonde.

The Rhône's most celebrated appellation is Hermitage, small (just over 300 acres) yet home to some of the world's finest wines. The steep hillsides here lie on the east bank of the Rhône River. Most wines from Hermitage are 100 percent Syrah, but up to 15 percent of white grapes Marsanne and Rousanne can be included in a blend.

These wines are classically big and muscular, with smoky bacon-fat and pepper aromas. Great vintages of Hermitage are some of the most expensive and longest-lived wines anywhere.

Crozes-Hermitage, a larger area surrounding Hermitage, produces excellent wines, usually in a lighter style than its famous neighbor. Crozes-Hermitage wines are known for rich raspberry and earth notes with smooth tannins and a meaty character. The wines are easy drinking and great values.

For big, monster reds with huge tannins that can bite back, the Cornas appellation is for you.

Only Syrah can be used in Cornas production. These dark, rich, concentrated wines need time before they are ready to drink.

The warmer, flatter south

To the south, the landscape changes dramatically. The southern Rhône area is much warmer, and the hills give way to flat vineyards that are covered with large stones called galets, which retain daytime heat to warm the vines at night.

Most southern Rhône wines are Grenache based and feature spicy, rich fruit. Syrah can be added for darker fruit flavor, color and aromatics of pepper and flowers. Mourvèdre is blended in for tannic backbone and structure.

Châteauneuf-du-Pape ("new castle of the pope") is the most sought-after appellation in the southern Rhône. These well-known wines can blend up to 13 grape varieties. The better blends have higher percentages of the top-quality grapes, Grenache, Syrah and Mourvèdre.

Estate-grown wines (all grapes from the same property) are easily recognized by an embossed coat of arms on the bottle above the front label. The wines of this appellation are rich, dark and spicy.

Several other appellations in the south, including Gigondas, Vacqueyras and Vinsobres, all produce fantastic Grenache-based wines, with Rhône earthiness and real affordability.

Blending the two subregions

Côtes du Rhône is the largest production area in the Rhône Valley. The wines feature a broad range of styles, as grapes are used from the diverse areas of both the north and south. Wines labeled "Côtes du Rhône Villages" have met higher quality standards (most notably, only grapes from certain communes are used in production). These are terrific, reasonably priced drinking wines that offer a lighter style of red and dark fruit with a nice touch of minerals.

With Côtes du Rhône, as with most wines produced in Europe, the place or appellation of the wine is your guide. Whether you're seeking a Syrah from the north or a Grenache blend from the south, fantastic wines in all price points are available from the Rhône Valley. It's time to plan a hearty meal and explore some of them. *À votre santé!* 🍷

Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.



PHOTO: ANNETTE ALVAREZ-PETERS

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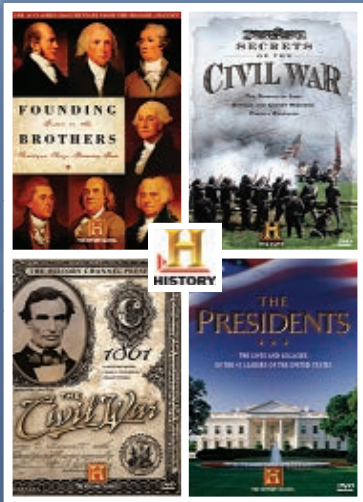
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Quincy Jones talks
about his tribute album,
Q: Soul Bossa Nostra

Soul man

By Bryan Reesman

DURING A CAREER THAT has spanned more than 60 years of musical output, legendary record producer Quincy Jones has traveled the world, worked with scores of music icons and produced the biggest-selling album of all time (Michael Jackson's *Thriller*).

The influence he has had on multiple generations is evidenced on the new tribute album *Q: Soul Bossa Nostra*. The CD, which was conceived and assembled by Timbaland, collects 15 tracks associated with Jones over his career, which he either wrote or produced, as reinvented by popular hip-hop, rap and R&B artists as diverse as Mary J Blige, Amy Winehouse, John Legend, Jennifer Hudson and Usher.

"It's mind-boggling," Jones tells *The Connection*, "and it reminds you how long you've been on this planet. A couple of those things I wrote in 20 minutes, like 'Sanford and Son' and 'Soul Bossa Nova.'" Raps have been added to both of those instrumental tracks for this collection. (The latter has actually been a hit repeatedly since its 1962 release, including through the Dream Warriors in 1990, as the *Austin Powers* movie trilogy theme starting in 1997 and as sampled on Ludacris' 2005 single "Number One Spot.")

Other classic *Q* covers get really radical; a serious rap about the aftermath of Katrina has been added to the cover of "Hikky-Burr," the whimsical theme of the 1960s *Bill Cosby Show*, while Wyyclef Jean's upbeat reimagining of the laid-back, if somber, "Many Rains Ago (Oluwa)" includes a darker lyrical prelude.

Although many of the rappers who appear here are known for profanity-laced rants, they essentially keep it clean on this album. But, as with the motley crew on Jones' multiple Grammy-winning album *Back on the Block*, he never requested it. Such restraint clearly comes from the serious respect these artists have for their mentor. "It does, man," he concurs, "and I've got to tell you that it did not go unnoticed. I never said don't do this or don't do that. They had the sensibility and the love to just not do it."

The legendary musician, composer and producer says he certainly digs the rebooted title track, which is a reinvention of the 1962 track "Soul Bossa Nova." "I love what Akon did with 'Strawberry Letter 23,'" he adds. "I didn't write that, but I did it with the Brothers Johnson 30 years ago." Jones really loves it all, including Jennifer Hudson singing "You Put a Move on My Heart": "They were [all] just so loving, you know. Unbelievable.

"There are 40 more [songs] we could have done," declares Jones. "I've been in the business for 60 years, [but] I'm not going to tell anybody what to do. They picked the songs they wanted to do. Snoop Dogg jumped all over 'Get the Funk Out of My Face.' I love Snoop Dogg. All of them, man. Some beautiful cats. Ludacris is just one of the most elegant, beautiful people I've ever met. He says 'Mr. Jones' and 'Thank you' and all of that. He's very polite and very respectful."

The artists picked the tracks they wanted to work on and tackled them in their own manner. "They called me up every now and then for advice," says Jones, "and I said, 'Make it yours, but make it better than ours.' It's really dealing with the new generation. They're the future, man. I was a hands-on producer for years, for a long time, and this time I stood back and let it happen."

Does that mean that Jones is slowing down? "Man, I'm busy [enough] for 44, let alone 77 [years old]," Jones says. Keeping busy includes working on upcoming albums by Tony Bennett, Stevie Wonder, Snoop Dogg, Clark Terry, Joe Pesci and Cuban pianist Alfredo Rodriguez. "They say that the secret to life is love, laugh, live and give, and that's what I've done," Jones says. "It always keeps me busy." **C**

New York freelancer Bryan Reesman has been published in The New York Times, American Way and Inked.



"They say the secret to life is love, laugh, live and give, and that's what I've done."

—Quincy Jones

The Costco Connection

Q: Soul Bossa Nostra is available at most Costco locations. Costco members will also find selections by current and classic artists.

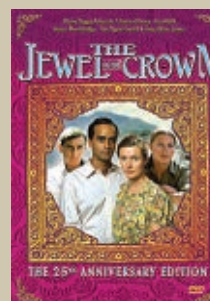
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From nominees to winners

OUR DVD PICKS for February are all about awards. These recent movies have already garnered various film festival and critics' awards (you'll also find a few past Academy Award winners on page 66). Some may make you laugh or cry or perch on the edge of your seat, but they'll all inspire you.

—Stacy Thrailkill, media buyer



Waiting for "Superman"

FAMED WRITER-DIRECTOR Davis Guggenheim won an Academy Award for his last documentary, *An Inconvenient Truth*. In *Waiting for "Superman"* he takes a look at a part of America's failing public school system, following five students from troubled schools and showing the impact their education is having on their hopes and dreams. The film, heart-wrenching yet ultimately inspiring, makes the case that this problem warrants everyone's attention.

This documentary is one part of a broader social campaign. According to the

mission statement at www.waitingforsuperman.com, "The Waiting for 'Superman' social action campaign has one primary goal: to ensure that every child receives a great education. The campaign seeks to build public awareness, ignite personal involvement and inspire real social change."

Toward that end, included with the DVD is a \$25 gift card from *DonorsChoose.org*, which allows people to pick a classroom project they would like to help. PG. (Street date 2/21)



Get Low

STRANGELY, TRAILERS MADE *Get Low* look like a comedy, but, while it has amusing moments, it is actually a very poignant and sweet, fact-based Depression-era drama. Felix Bush, an old hermit, winningly played by Robert Duvall, ventures from his backwoods hideout to the small town nearby with one goal: to arrange his own funeral... while he's still alive... so he can hear what people say about him. Why he wants to do it is anyone's guess, although, as the opening sequence suggests, it might have to do with the event that turned him away from civilization.

Director Aaron Schneider says, "I like to call it the kind of story your grandfather would tell you around the fire. You have to cozy up to it." He adds that to cozy up to any movie, "You have to really feel for the people on-screen." Duvall, Bill Murray, Sissy Spacek and Lucas Black lead a solid cast in an exquisitely shot and moving period piece that will indeed make you feel. PG-13. (Street date 2/14)

Also available are *Burlesque* (PG-13, 2/22), *Conviction* (R), *Red* (PG-13), *Secretariat* (PG), *The Girl Who Kicked the Hornet's Nest* (R) and *Unstoppable* (PG-13, 2/15). (Street dates and titles are subject to change.)



Winter's Bone

THIS LITTLE FILM has a big draw, and has already garnered numerous awards and nominations, as well as critical buzz. In his online Movie Guide (www.leonardmaltin.com), film critic and historian Leonard Maltin called it "the movie I'm most eager to spread the word about." Based on a novel by Daniel Woodrell, and featuring standout performances, it tells the story of a 17-year-old Ozarks girl, Ree Dolly (Jennifer Lawrence), who tries to track down her drug-dealing father, who disappeared after putting the family's



house up for bail. If she can't find him before a certain date, the house will be forfeited and the family kicked out. Ree has to navigate between the law and outlaw relatives who would rather she didn't discover the truth, whatever it is. Maltin calls it "grimly fascinating" and cautions, "*Winter's Bone* is not for the faint-hearted but it's awfully well done." R.

Award winners come to Costco

IN THE MIDST of the the swirl of Hollywood's award season, Costco is offering an assortment of some of the most lauded films in history, all award winners for one reason or another. For your at-home viewing pleasure, here are some of the Best Picture Academy Award winners available.

Crash. Multiple stories are interwoven to show how people from all ethnicities and walks of life interact, either by intent or fate. Film critic Roger Ebert (www.rogerebert.com) describes it as "a movie with free will, and anything can happen. Because we care about the characters, the movie is uncanny in its ability to rope us in and get us involved." Ebert adds, "I don't expect *Crash* to work any miracles, but I believe anyone seeing it is likely to be moved to have a little more sympathy for people not like themselves." R

Slumdog Millionaire. Ebert says, "This is a breathless, exciting story, heartbreaking and exhilarating at the same time, about a Mumbai orphan who rises from rags to riches on the strength of his lively intelligence." The lead character's story unfolds via his appearance on the Indian version of the TV game show *Who Wants to Be a Millionaire*. The film has action, humor, romance and an awesome Bollywood ending. You don't have to be from India or familiar with Indian culture to be able to embrace this movie. R

Around the World in 80 Days. Made in the 1950s, when an epic motion picture was truly an epic, not a computer-enhanced magic trick, this movie, based on the Jules Verne novel, features an international all-star cast (including David Niven, Cantinflas, Shirley MacLaine and many more). It is filled with



Top: Hot-air ballooning in *Around the World in 80 Days*. Above: *Crash*.

action, adventure and plenty of laughs for the whole family. The film was made before ratings were in vogue.

We can give you a list of other titles, but that would spoil the fun you'll have discovering some old or new favorites at your local Costco warehouse.—*Steve Fisher*



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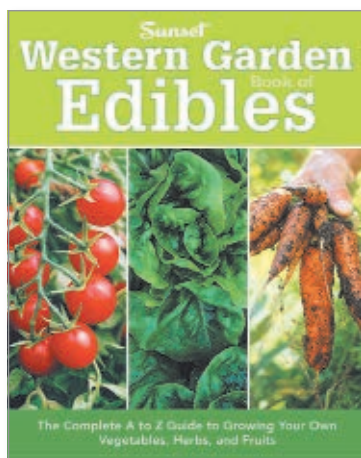


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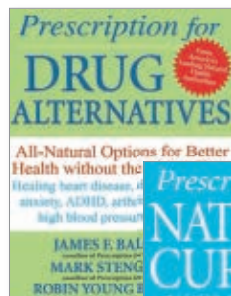
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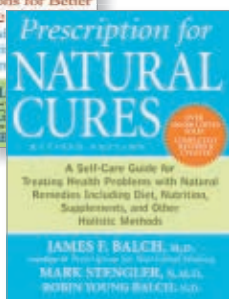


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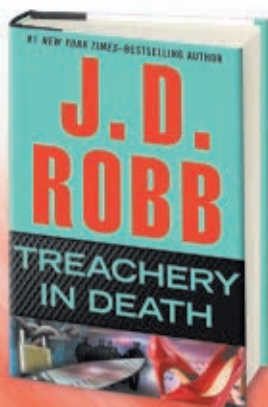
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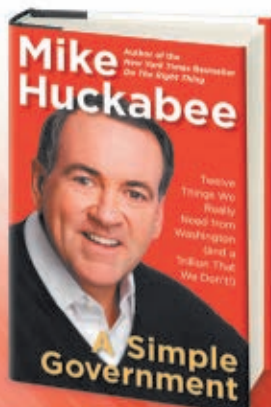
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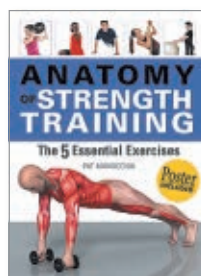
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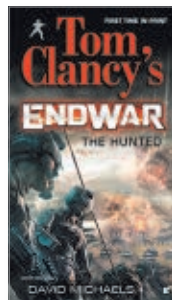
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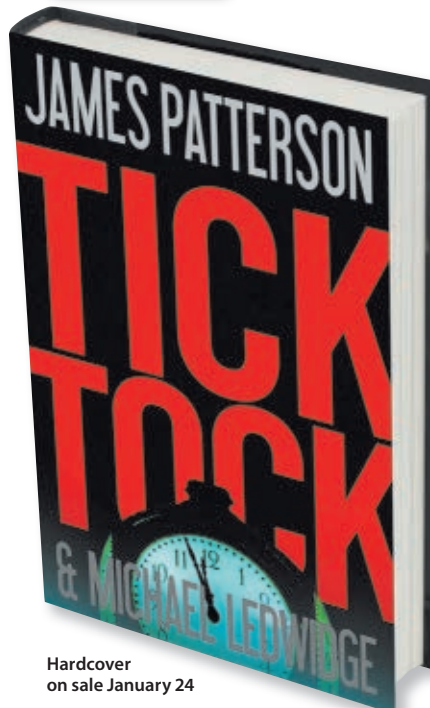
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The Snow Maiden is an operative of a secret group that is hell-bent on world domination. Now, in order to stop her, U.S. Special Forces Captain Alexander Brent will have to outwit a terrorist faction that is dedicated to burying the Snow Maiden for good in **Tom Clancy's EndWar: The Hunted** (Berkley).

Paperback on sale February 1



Hardcover on sale January 24

TIME IS RUNNING OUT

When a rash of horrifying crimes tears through New York City, there's only one detective they can count on to hunt down the deadly mastermind behind the chaos. Michael Bennett finds himself and his large family torn away from their seaside vacation and suddenly thrown into danger. So Bennett enlists the help of a former colleague, FBI Agent Emily Parker, and as the working relationship grows

into something more, another heinous crime

reveals the killer's earth-shattering pattern. And time is running out. Don't miss **Tick Tock** (Little, Brown and Company), James Patterson's most explosive Michael Bennett novel yet.



New large-format paperback on sale January 25



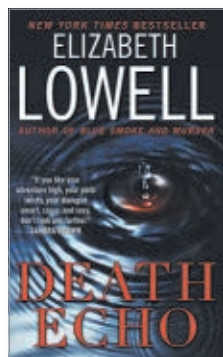
New large-format paperback on sale January 25

FOR DIE-HARD THRILLER FANS

Sarah Woodruff is on death row for murdering her lover. But an appeal to the Supreme Court that could save her life would expose a ruthless criminal plot within the CIA. Now, in **Supreme Justice** (Harper), it's a race against time for PI Dana Cutler and law clerk Brad Miller when a Supreme Court justice becomes the target for assassination.

A NEW ST. KILDA CONSULTING THRILLER

Emma Cross finds an unlikely ally in Mac Durand, a transit sea captain with a background in special ops, who is charged to deliver a yacht that contains enough explosives to destroy any major U.S. city. As Emma and Mac succumb to their attraction, it becomes clear that their mission is much more perilous than they thought in **Death Echo** (Avon).



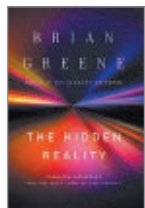
New large-format paperback on sale January 25

PURE PSYCHOLOGICAL SUSPENSE

Inspector Thomas Lynley has been grieving over his wife's murder but is lured back to the police force to look into the murder of a young woman who recently relocated from Hampshire and has now turned up in a London cemetery. The past comes back to haunt Lynley in Elizabeth George's **This Body of Death** (Harper).

CUDDLE UP WITH YOUR VALENTINE AND A GREAT BOOK!

#1 *New York Times* best-selling author Dean Koontz raises the stakes, and the suspense, taking his **Frankenstein** (Bantam) saga to a dynamic new level with the riveting story of a small town under siege, where good and evil, destruction and creation converge as the fate of humanity hangs in the balance.



Hardcover on sale January 25

In **The Hidden Reality** (Knopf), one of our foremost physicists and science writers takes on the grandest question: Is ours the only universe? Brian Greene leads a captivating exploration to a possible reality that lies just beyond our reach and is limited only by our imagination.

A childhood obsession with David Cassidy and the discovery of a contest that was won over 20 years ago leads two 40-somethings on a life-changing journey to Las Vegas to meet their teen idol in **I Think I Love You** (Knopf).



Paperback available early February

An apparent murder-suicide of a couple and the child they leave behind changes the life of the Reverend Stephen Drew, causing him to lose his faith in God until he meets a woman who writes about angels in **Secrets of Eden** (Broadway Paperbacks), a haunting literary thriller.

Liam Pennywell isn't upset when he's forced into early retirement at the young age of 61. But what does bother him is his inability to remember the simplest things about the details of his life. Liam's search for memory leads him down a most unexpected path in **Noah's Compass** (Ballantine).



Paperback on sale January 25



Hardcover on sale February 8



Paperback available early February

COMING IN MARCH

"Picoult is a skilled wordsmith, and she beautifully creates situations that not only provoke the mind but touch the flawed souls in all of us."
—*The Boston Globe*

"It's hard to exaggerate how well Picoult writes."
—*The Financial Times*



In her newest novel, *New York Times* best-selling author Jodi Picoult explores what constitutes a "traditional family" in the emotionally gripping and touching story **Sing You Home** (Atria).

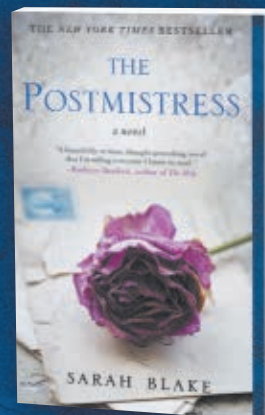


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Paperbacks available late February

A quest that scaled mountains

How volunteering changed one man

By Will Fifield

SEEING, THEY SAY, is believing. *Little Princes*, by Conor Grennan, is eye-opening. It describes the stark reality faced by thousands of children in Katmandu, the capital of Nepal. Grennan writes, often surprisingly humorously, about his experience working as a volunteer at Little Princes—an orphanage in the region—and how it transformed him from an “average, ordinary American guy” to a man who has risked life and limb to help stranded Nepalese children reconnect with their families.

In 2004, when Grennan first visited Nepal, Maoist guerrillas had been at war for eight years with the royal family who ruled the region. Grennan, then 28, had been working for nonprofits, such as the EastWest Institute in Prague, since he graduated from college. He decided to take a year off to travel around the world. Working as a volunteer along the way would, he thought, enrich his adventure. Little Princes, a French-run orphanage just south of Katmandu, welcomed his offer of help.

“The brochures for volunteering in Nepal said *civil war*,” Grennan writes. “Being an American, I assumed the brochure writers were doing what I did all the time—exaggerating. No organization was going to send volunteers into a conflict zone.”

It turns out there was no hyperbole in the brochure. On his way to the orphanage, Grennan encountered machine-gun-wielding guards, endured checkpoints on and off the buses he rode and saw machine-gun nests at many intersections in Katmandu.



Conor Grennan

MORRIS J. KENNEDY

“I didn’t really know what I was getting into,” Grennan says in a recent interview with *The Connection* from his home in Connecticut. “But little by little, I was hooked. At some point I realized that I had become a parent. I took the children to the hospital, picked up their report cards from school and generally cared for them, because they didn’t have anyone else to do these things for them.”

The stark reality of the children’s war-torn existence was a difficult adjustment for Grennan, but the severity of their plight, he eventually discovered, was much deeper. During the years of civil war, rebels had kidnapped children from remote villages to train them as soldiers. Frightened parents would pay traffickers posing as concerned guardians to take their children to Katmandu and enroll them in school. The traffickers took the money but abandoned the children in the city, where they often wound up conscripted into hard labor, or worse. The lucky ones were taken in at orphanages, such as Little Princes. The predicament motivated Grennan to try something no one else had attempted.

“I realized that, if I was going to give these kids a future, I had to find their parents,” he says. “People said, ‘Great, how are you going to find them?’ I said, ‘Go into the mountains and look.’ Then people would say, ‘Well, don’t you understand that you’d have to walk for a week just to get there?’ The task was both incredibly difficult and very straightforward. There was no shortcut I could find.”

In 2006 Grennan founded Next Generation Nepal (www.nextgenerationnepal.org), an orphanage modeled after Little Princes, and headed into the mountains with case files and photos of 24 children. Three strenuous weeks of trekking paid off: He found the families of all 24 children. This part of the story reads like a good action novel.

“I hope people take away two things from this book,” says Grennan. “First, that, regardless of their culture or environment, children are children. These kids are just like the kids you see wherever you live. Just as fun, just as goofy. I hope people support Next Generation Nepal, but this, I feel, is important. Second, anybody can do this stuff. I have read *Three Cups of Tea* by Greg Mortenson. I am astonished by Mortenson. He’s one of my personal heroes, but this is not that kind of story. I did what anyone who unwittingly found themselves in the same situation would do.” □



MAYBE YOU can’t judge a book by its cover. But what about judging a book by its author? If that’s fair game, then I’ve got a gem for you: Conor Grennan’s *Little Princes*.

In this memoir, Grennan tells how volunteering at an orphanage in Nepal was only part of his plan to travel the world for a year—and if he collected stories that would impress women over a drink at a bar, all the better.

After I met Grennan not too long ago, it’s hard for me to imagine that he ever set out to do anything but reunite these children with their families. He makes it look easy to speak with 100 percent passion while maintaining an unassuming attitude about all he’s done.

Quite simply, Grennan is about as real as a person can get. And this book is a testament to the capacity to do good that, one can only hope, stirs inside all of us.

For more book picks, see page 71.

Signed book giveaway

COSTCO HAS 50 SIGNED COPIES of Conor Grennan’s *Little Princes* to give away. For a chance to win, send an e-mail with your name and mailing address to giveaway@costco.com, with “Conor Grennan” in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Conor Grennan, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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Melissa McMeekin,
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Kids' pick!



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Available mid-February

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Available
mid-February

FAVORITE CHARACTERS MAKE READING FUN

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Available
early February

SAVE THE PLANET: ELIMINATE THE HUMANS

In this seventh book of the best-selling series, two separate flocks must unite to defeat a doomsday cult that is trying to save the planet by exterminating all humans. This time little **Angel** (Little, Brown Books for Young Readers) might be the one who must come to their rescue.



On sale February 14

ADVENTURE AT EVERY TURN

To prevent extinction, mystical creatures have taken refuge at a hidden sanctuary called Fablehaven. It survives today as the last stronghold of magic. Kendra and her mischievous brother, Seth, discover that inside the gated woods, ancient laws are in place to keep order. However, when that order is disturbed, they must find the courage to restore it. Don't miss the delightful young-adult series, **Fablehaven** (Simon & Schuster).



Available
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Available early February

READ-ALONG BOOKS BRING THE ACTION TO LIFE

Charming read-along storybooks and CD sets each feature three stories, with accompanying sound effects and word-for-word narration that is sure to entertain, build vocabulary and encourage budding readers to read on their own. Snow White, Ariel and Belle provide the enchantment in **Disney Princess**. Join the fun with Woody and the gang with stories from the smash hit **Toy Story 3** and more.



Available
early February

THE DOCTOR KNOWS BEST!

Each year the National Education Association sponsors Read Across America—a program that focuses on motivating children not only to read, but to *love* reading! The big celebration takes place annually on or near Dr. Seuss' birthday, March 2. You can bring on the whimsy any day of the year with his timeless classics that adults love just as much as kids do. Spend the zaniest rainiest day ever with **The Cat in the Hat**, get tongue-twisted and tickled with **One Fish, Two Fish, Red Fish, Blue Fish** and more from Random House.



Available
late February

February

Book buyers' picks



NONFICTION

April 1865: The Month That Saved America, by Jay Winik. This April marks the 150th anniversary of the start of the Civil War. What better way to mark the occasion than to read a book about the end of the War Between the States? *April 1865* recounts the story of how slave owners and Jefferson Davis wanted to prolong the war even after Robert E. Lee surrendered. Not only was that month crucial to the war, it ultimately saved the entire nation.

—Josh Lilly, inventory control specialist, books

Sketching, Watercolor and **Pastels**, from **SpiceBox**. Whether you remember the joy of coloring outside the lines as a child or simply want an unintimidating way to try something new, these kits are the perfect introduction to the fine arts for any adult. Each kit includes all

of the supplies you need to get started, as well as an easy-to-follow guide with full-color, step-by-step demonstrations that will help you achieve results. All of the materials can be easily stored in the box.

—Jonna Erickson, assistant book buyer

Doodles at Breakfast, Doodles at Lunch, Doodles at Dinner and **Chicken Doodle Soup**, by Deborah Zemke. Doodle books are a big hit these days. More than just a regular coloring book, they allow your imagination to run free, with hints and tips to get you started. These books are great for families on the go. They have 36 tear-off placemats that can be taken to restaurants, brought on road trips or used at home for diners young and old.

—Melissa McMeekin, assistant book buyer

FICTION

The Postmistress, by Sarah Blake. February may be the shortest month, but with the long, gray winter days we have in the Pacific

Northwest, it often feels like the longest. That's why I stock up on great books to get me through the month. If you can relate, I'd like to suggest *The Postmistress*. It is a pleasure following the three strong-willed female characters in this novel, and the storyline is riveting as Blake carries readers from small-town America in 1940 to war-torn Europe.

—Shana Rawers, assistant book buyer

Tick Tock, by James Patterson and Michael Ledwidge. Call me predictable, but I believe that by sticking with what I know I like I'm ensuring my happiness. That means I read each new Patterson book that comes out. In this novel, Detective Michael Bennett is called upon to look into a rash of crimes. In answering the call of duty, he's pulled away from a seaside retreat with his 10 adopted children, his grandfather and their beloved nanny. Not only does it ruin their vacation, it leaves the entire family open to attack.

—Jeffrey Purtell, inventory control specialist, books

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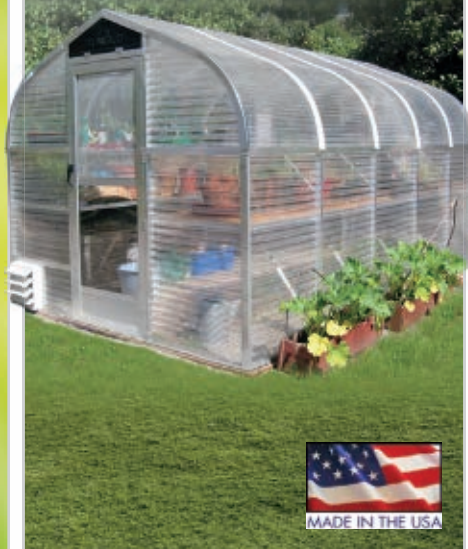
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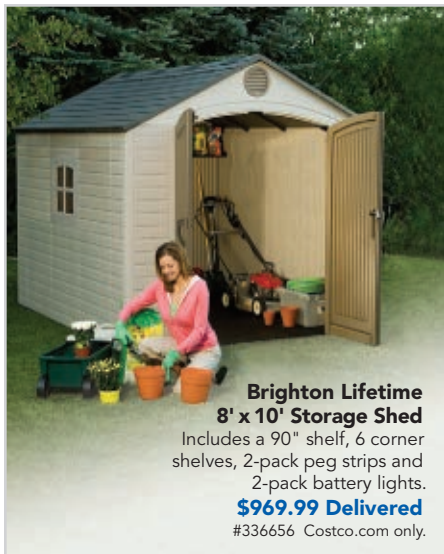


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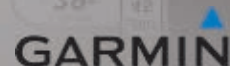
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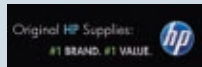
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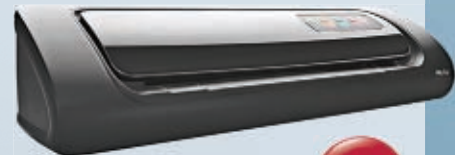
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10A80909 5/10

An overnight stay at Ashford Castle is an Irish-tour highlight.

travel
connection

Ireland beckons to lucky Costco members

TRAFALGAR

By T. Foster Jones

WITH SOME OF THE MOST luscious landscapes on the western side of Europe, and brimming over with lively pub life, Celtic traditions and vibrant urban centers such as Dublin and Limerick, Ireland has an abundance of culture and beauty.

Dublin your pleasure

There is no better way to start a tour of Ireland than in the lively city of Dublin.

Design lovers can enjoy the amazing architecture of the president's house, Trinity College Library and Custom House. There's plenty to keep shoppers entertained at George's Street arcade, as well as the many markets that adorn Dublin's charming streets. History enthusiasts and culture aficionados shouldn't miss the striking Dublin Castle, the Irish Museum of Modern Art and the National Gallery. And for many, the traditional way to round it all off is with a pint of Guinness in Temple Bar, the social heart of the city.

An island of delights

Venture outside Dublin and you'll discover a treasure chest of charming cities and breathtaking landscapes waiting to be explored.

Visit Blarney, the home of the legendary Blarney Stone, and kiss the stone to receive the gift of the gab. In Kildare, marvel at the world-class stallions at the Irish National Stud Farm, or soak in the tranquil atmosphere at the Japanese Garden. In Adare, admire the pretty thatched houses, and in Limerick, don't miss seeing St. Mary's Cathedral, King John's Castle and the Treaty Stone. Tour the Ring of Kerry and you'll be greeted by spectacular scenery: plunging cliffs, pristine lakes, granite mountains and jagged coastlines. The Cliffs of Moher are another unbeatable sight; soaring above the Atlantic Ocean and stretching for miles, they must be seen to be appreciated.

Kirkland Signature Irish Adventure

Costco Travel and Trafalgar have created a unique experience for Costco mem-

bers: the Kirkland Signature™ Guided Vacation in Ireland.

"Costco members have the opportunity to visit Ireland and Northern Ireland in the true comfort of a luxury, air-conditioned coach and deluxe hotel accommodations, experiencing everything the area has to offer," says Jody Fennell, Costco Travel assistant buyer for Europe. "In addition, they will be accompanied by a Trafalgar Tour Director and professional local guides to further enhance the sightseeing experience. These guides are so invaluable: They tell the less-known tales, relate the more curious stories, recall the most obscure events and reveal the best-guarded secrets to really bring the history and personality of the area to life."

Highlights of the trip, which takes place June 18 through 29, include Adare, Belfast, Belleek, Blarney, Cliffs of Moher, Connemara, Downpatrick, Dublin, Giants Causeway, Kildare, Killarney, Kilkenny, Limerick, Omagh, Ring of Kerry and Waterford.

"The trip also includes 10 full Irish breakfasts and three three-course dinners, plus specialty dining experiences, including a Taylors Three Rock Irish Cabaret and dinner, a 'Be My Guest' dinner in an Irish family farmhouse and a Farewell Dinner in Dublin," says Jody.

A particularly exciting element of this trip, she adds, is that members on the tour get to spend the night and enjoy a Highlight Dinner at Ashford Castle. "This medieval castle, which overlooks the shores of Lough Corrib, is one of the most luxurious hotels in the world. It's a real coup to be able to stay here."

You don't have to be lucky to be a part of this trip, she adds, just fast: "These spots will sell out quickly." ☐

Connecting

Costco Travel offers a full program of guided and independent packages to Ireland and throughout Europe. For the complete selection, visit the Travel section on Costco.com or call toll-free 1-877-849-2730.

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TRAFALGAR

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*Price is per person based on double occupancy, land only and includes hotel taxes. Price reflects 10% Costco member savings. Price is valid for travel as specified, is valid for new bookings only and is available to Costco members residing in the U.S. Price, inclusions and accommodations are subject to change without notice. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Cancellation and change fees might apply. Travel purchases are not included in the Executive Membership 2% Reward program. Seasonal surcharges, availability, blackout dates and restrictions might apply. All prices are in U.S. dollars. Costco Travel disclaims liability for any inaccuracies or typographical errors. Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 • Florida registration number: ST 32555 • Hawaii registration number: TAR 5595 • Iowa registration number: TA 620 • Nevada Seller of Travel registration number: 2007-0060 • Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state. 11TR0402 11/10

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COURTESY OF SEA RAY

Sail away with Costco

OWNING A BOAT is only a dream for many people. Costco and Sea Ray prove it doesn't have to be.

"For 20 years, my husband always wanted his own boat," says Costco member Ana Akers of Virginia. "We were never able to own [one]. It was very expensive for us."

Ana and her husband, Leo, had visited boat dealers but always left disappointed. "We have looked many times," Leo says, "but never felt comfortable as we were not sure we were getting a good price or there was a limited selection." Ana adds, "In the end, the price always changed."

Then they discovered that the Costco Auto Program has a boat program, offering prearranged pricing on a large selection of

boats from Sea Ray, an award-winning, leading manufacturer of sport boats.

"With Costco, there was no hassle," Ana reports.

"The boat-buying process through Costco was a great experience," says Leo, "and I would recommend it to anyone looking to purchase a Sea Ray. Sea Ray has such a great reputation."

It's an experience many Costco members are sharing, enabling them to join the boating world. Mike Burke, vice president of sales and marketing for Sea Ray, estimates that 55 percent of Costco members purchasing through the program are first-time owners. He adds, "Sea Ray dealers work with Costco members to find the boat that is right for them."



Left: The Sea Ray 205SP. Above: The Akers family and their dog, Godzilla, enjoy their new Sea Ray 220 Sundeck.

Costco Boat Program benefits include:

- Exclusive Costco member-only pricing on select Sea Ray sport boats
- Additional Costco member-only incentives valued at up to \$3,000
- Any available national Sea Ray incentives
- A \$500 Costco Cash card for completing a post-purchase survey

Ana says of the Costco Boat Program, "It made our dream come true."

Enter "SeaRay4" in the search box at Costco.com, or call toll-free 1-800-816-5177 to find a participating dealer near you. Set up an appointment with the authorized dealer contact and show him or her your Costco membership card.—Steve Fisher

Time to refinance your boat or RV

JUST AS HOMEOWNERS are taking advantage of low mortgage rates to reduce those pesky monthly payments, boat and RV owners can do the same.

According to Jesse Bragg, president and CEO of Essex Credit Corporation, Costco's Boat and RV Loan and Refinancing provider, "Refinance rates are so low right now that many people are taking advantage of saving money." Due to liquidity in the market, Bragg says, "Rates have come down to historic lows, and they're really bouncing off the bottom right now. Costco members may save thousands of dollars on a refinance."

In addition to great rates, the Boat and RV Refinancing program offers many features, such as no loan processing fee, preferred service, exceptional terms and up to a \$100 Costco Cash card with each funded loan.

Essex Credit is owned by Bank of the West, a member of BNP Paribas Group, one of the largest banks in the world. "We have the financial security and the ability to give Costco members the best possible program in the marketplace," says Bragg.

Applications can be submitted online and a decision can be received in as little as 60 seconds. More complex transactions may take longer, but responses are often received within one business day, and may require additional information from the applicant.

Bragg encourages Costco members looking to refinance a boat or RV to apply online, saying, "It's very likely we can save them some money."

For more information, or to apply, visit Costco.com and enter "Essex5" in the search box or call toll-free 1-866-377-3907.

—SF



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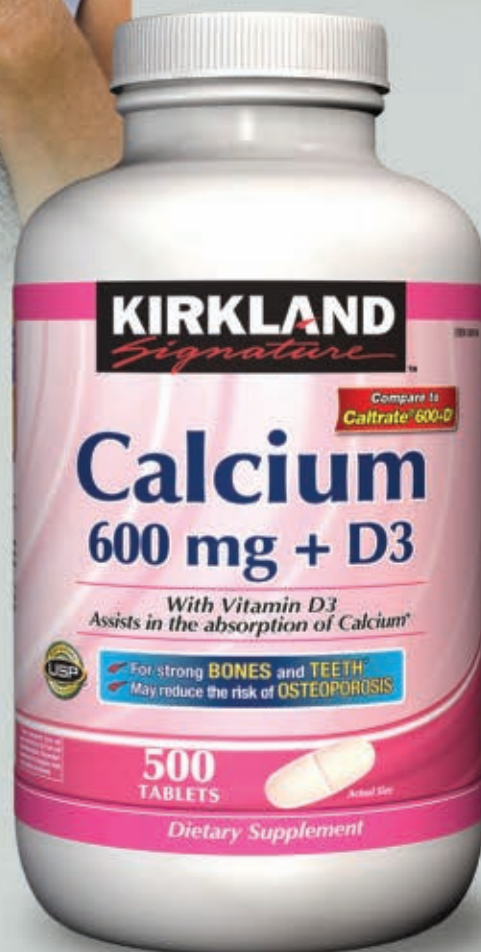


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¹National Osteoporosis Foundation. <http://www.nof.org/node/40>. Accessed December 2010. 10-1050000r

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Charting the waters

Cost per-pound comparison

FISH TYPE	COSTCO WHOLESALE	NATIONAL RETAILER	NATIONAL RETAILER	NATIONAL RETAILER
Wild Alaskan sockeye	\$9.99	\$11.36	\$16.48	\$21.28
Wild Alaskan halibut	\$16.49	\$22.39	\$23.52	\$30.69
Wild Alaskan cod	\$7.49	\$10.34	\$11.52	\$13.28
Farmed Atlantic salmon	\$7.66	\$8.96	\$9.92	\$11.04
Farmed tilapia loins	\$5.99	No comparison available		
Farmed steelhead trout	\$6.33	No comparison available		
Wild mahi-mahi	\$5.33	\$7.49	\$7.68	\$14.19

Comparison shopping took place in Seattle, San Diego and Sterling, Virginia, on November 15, 2010. Prices at your local Costco may vary due to shipping.

Net go

Hooked on Kirkland Signature Frozen Fish

By **Pat Volchok**

WE'VE ALL HEARD that fish is an excellent choice for strengthening the heart and body, with an array of protein, vitamins, minerals and omega-3 fatty acids.

One of my favorite fish places has a menu that is breathtaking: wild-caught Alaskan sock-eye salmon, halibut, cod and mahi-mahi; and farm-raised tilapia loins, Atlantic salmon and steelhead trout. Unlike some, the prices on this menu aren't scary. Where is this place? Costco's Kirkland Signature™ frozen fish department.

Kirkland Signature Farm-Raised Atlantic Salmon (3-pound bag)

THE FIRST in the Kirkland Signature family of frozen fish (2001) continues to be number one in sales. Raised in ocean net pens in Norway and Chile, this salmon's hard to beat.

PREP TIP: I like my friend Kerry's no-mess recipe. Dot fillets with a little butter, garlic powder, olive oil, fresh dill, pepper and lemon juice; wrap in foil and grill on high for 8 to 10 minutes or until done.

BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to: **buyingsmart@costco.com**.



Putting a line out

Trolling Costco's frozen-fish buying department leads me to catch up with Scott O'Brien, Costco's frozen-fish buyer.

I learn Costco's private-label frozen-fish program is leagues above many other brands.

The fish must be fresh and top grade. To ensure optimal freshness, they are maintained at a temperature of less than 40 degrees Fahrenheit prior to freezing.

Once cleaned, each fillet is hand-selected

Kirkland Signature Wild Alaskan Halibut (2-pound bag)

COSTCO CHOOSES quota-restricted Pacific Alaskan halibut. This is why you'll not find this delicately flavored, finely textured white fish in all warehouses.

Costco halibut is long line caught, employing a relatively large hook that reduces the unwanted capture of smaller fish and does not damage ocean habitats.

PREP TIP: I prefer to let this fish speak. Lightly grill with minimal seasoning. Halibut is firm—perfect for grilling or pan roasting.



IRIDIO PHOTOGRAPHY

and hand-trimmed. A deep skinning is required (with the exception of the Kirkland Signature wild Alaskan sockeye) to remove excess fat or dark meat. Each variety is cut into similar, dinner-size boneless portions.

Finished fillets are blast-frozen, individually vacuum sealed, packed in reusable freezer storage bags and kept below zero degrees Fahrenheit. Many are kosher certified.

Quality catch

The Costco frozen-fish team personally inspects each supplier's methods, which can occur out at sea, on the docks or inside processing facilities. Independent third-party food safety and social audits are required.

Questionable cost-cutting options are not allowed. This includes such practices as selling twice-frozen fish that have been shipped frozen from Alaska to China, then thawed, processed into portions, refrozen and shipped back to the U.S.—sans flavor.


Scott shares, "Our suppliers know what we will and, more importantly, will not accept in fish. Nothing is left to chance."

Fishing with a conscience

Costco's ultimate goal is to provide a consistent supply of quality seafood in a responsible fashion.

This is why Costco no longer sells seven wild species of fish that are nearly universally identified as at great risk: Chilean sea bass, orange roughy, shark, swordfish, bluefin tuna, Atlantic halibut and Atlantic cod.

Sales will not resume unless sources are certified as sustainable by the Marine Stewardship Council—a leading certification and eco-labeling program for sustainable seafood—or a comparable, reputable certifier that assesses the fishery is no longer overfished. (You can see Costco's official sustainability statement by visiting Costco.com, entering "investor relations" in the Search box, then clicking on "corporate governance," then on "seafood and sustainability.")

Once again I'm sold on Costco—hook, line and sinker. 

New! Kirkland Signature Farm-Raised Steelhead Trout (3-pound bag)

STEELHEAD TROUT are rainbow trout that spend part of their life at sea like salmon.

I tried to compare this Costco offering, harvested in ocean net pens in Chile, to others, but Costco is the only one I know that carries these gorgeous pink-fleshed and mild-tasting trout.

PREP TIP: A light kosher salt brine flavor enhancer is added to this product, as well as to the Kirkland Signature farmed Atlantic salmon. Use additional salt sparingly.

Kirkland Signature Wild Alaskan Sockeye Salmon (3-pound bag)

COSTCO'S WILD Alaskan sockeye, with its deep ruby red flesh, is harvested by day-boat fishers along Alaska's coastal waters.

PREP TIP: Appreciate the fish; keep preparation simple. Finish with a squeeze of lemon or parsley butter.



IRIDIO PHOTOGRAPHY

Kirkland Signature Wild Alaskan Cod (2-pound bag)

COSTCO CHOOSES quota-restricted Alaskan cod. Each bag contains moist, slightly sweet center-cut loin portions.

Scott O'Brien shares, "Frankly, we didn't expect such strong sales, but the demand has been swift and unrelenting. It's an affordable wild-caught addition."

PREP TIP: Cod is flakier than other fish and broils superbly.

Kirkland Signature Wild Mahi-Mahi (3-pound bag)

MAHI-MAHI is a migratory fish, following the warm-water currents of South America. Costco goes where the fish are feeding, and uses only the artisanal fishing fleets to harvest Kirkland Signature Mahi-Mahi.

Low in calories, with no carbs and high in protein, this Costco offering is a deep-sea treasure.

PREP TIP: Top with a dollop of spicy tropical fruit salsa after cooking.

Kirkland Signature Farm-Raised Tilapia Loins (2.5-pound bag)

ABOUT 80 PERCENT of the frozen tilapia in the U.S. is now imported from China. One reason Costco chooses to source its tilapia from Indonesia and Honduras is that it can better monitor clean water sources, ensuring pure white fish with a sweet flavor.

This is why it comes as no surprise to Scott O'Brien, Costco's frozen-fish buyer, that Regal Springs Tilapia, one of Costco's primary tilapia suppliers and the largest independent tilapia aquafarmer in the world, is the first to have one of its aquafarms pass a new, rigorous audit needed for full-sustainability certification.

Costco is also the first and continues to be the only retailer I know to specify tilapia loins. Each weighs 5 to 6 ounces, and is considered the "premium cut" from the fillet.

PREP TIP: Lightly brush both sides of the fish with olive, vegetable or sesame oil before cooking.

More in archives
On Costco.com, enter "Connection." At Online Edition, search "buysmart." For recipes, search "cookbook."

Feel like a **SUPERHERO!**



***Supports Healthy Brain Function With Choline,
a nutrient found in Breast milk and Cauliflower†***
Supports Healthy Eyes With Vitamins A, C & E†
Builds Strong Bones & Teeth With Calcium & Vitamin D3†
Supports the Immune System With Vitamins A, C, E, & Zinc†

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Keep Kids Strong & Healthy, as They Grow†

Exclusively from Costco Wholesale.
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Kirkland Signature™
One Per Day Fish Oil 1200 mg
is a highly concentrated softgel that has vanilla coating to reduce fishy burps as well as any odor. Did you know that fish contains omega-3s, which are made up of EPAs and DHAs? Science has shown that omega-3s in fish oil have cardio-protective benefits and promote a healthy heart.

† These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Exclusively from Costco Wholesale.
WAREHOUSE/COSTCO.COM

HEART HEALTH



**You can depend on
Costco's Kirkland
Signature brand
to deliver the best
quality at the best
value, every time!**

For overall good health, Kirkland Signature offers the Premium Performance Multi that is loaded with essential vitamins and minerals your body needs. Kirkland Signature Daily Multi Pack was scientifically developed for people who are on the go and are looking for an easy, convenient way to take their vitamins.



inside
costco

EXCITING NEW PRODUCTS

What's new

ARRIVING SOON AT COSTCO



A. White Gold Diamond Heart Pendant This sparkling diamond heart pendant features 0.38 ctw round diamonds set in 14-karat white gold on a 17" cable chain. Item #545891. **Warehouse only.**

B. White Gold Garnet and Diamond Heart Pendant The centerpiece is a 5 mm heart-shaped garnet that is surrounded by 0.17 ctw sparkling round diamonds. Set in 14-karat white gold with a 17" chain. Item #551100. **Warehouse only.**



C. Neutrogena Makeup Remover Towelettes 4-Pack Effectively dissolves all traces of dirt, oil and makeup—even waterproof mascara—for clean, fresh skin in one easy step. Leaves skin thoroughly clean, so there is no need to rinse. Includes 114 pre-moistened towelettes in four individual packs and two travel packs. Item #276593. **Warehouse only.**



D. Harmonics Vineyard Cherry Flooring Transform a room in hours with the authentic look, feel and sound of traditional cherry hardwood flooring. The patented Uniclic glueless locking system means planks easily click together to form a durable, lasting connection. Made in the USA. Item #559852. **Warehouse only.**

E. Agio Chesney 6-Piece Woven Seating Group All six pieces are handcrafted and feature all-weather resin wicker and no-rust aluminum frames. Set includes sofa, two armed lounge chairs with ottomans and a coffee table. The cushions feature Sunbrella acrylic performance fabric that resists mildew, fading and stretching. The table features an aluminum slat top. Pillows included. Item #538109. **Warehouse only.**



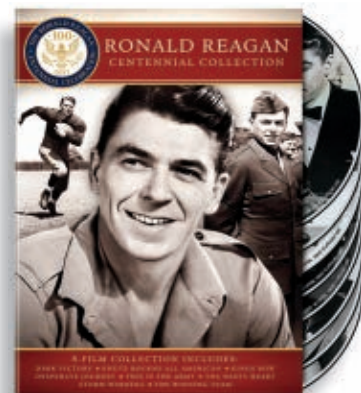


F. Expedition 3X Burner Stove

This portable three-burner stove with a griddle and matchless ignition is ready for cooking right out of the box. Measures approximately 42" L by 24" W and stands 35"H. The weight is 67 lbs. Item #549776. **Warehouse only.**



G



G. Nintendo Wii Mario Sports Mix

The Mario squad takes on volleyball, basketball, dodge ball and hockey. You and up to three other players can face off against each other, or you can play cooperative tournaments with up to two of your friends with a Nintendo wi-fi connection and broadband Internet access. Item #563041. **Warehouse and Costco.com.**

H. Ronald Reagan Centennial DVD Collection

This collection features eight films from the movie career of a future president: *Dark Victory* (1939), *Knute Rockne All-American* (1940), *Kings Row* (1942), *Desperate Journey* (1942), *This Is the Army* (1943), *The Hasty Heart* (1949), *Storm Warning* (1951), and *The Winning Team* (1952). Item #560842. **Warehouse only.**

I. Nordic Ware 12" Round Reversible Grill/Griddle

Grill tasty burgers, steak, chicken, fajitas and vegetables to perfection on the grill side. Using the griddle side, crisp pizza in the oven or fry eggs, bacon and more on the stove top! Constructed from 100% cast aluminum. Made in the USA. Stovetop, grill, and oven safe. Item #884591. **Warehouse only.**



Fun for them, value for you

THE CEDAR SUMMIT wooden play system lets kids play and explore any number of adventurous possibilities.

Crafted with premium cedar, this play system offers not only endless hours of fun, but great value. "A set like this in retail easily goes for \$1,299, but we sell ours at \$999.99, a 30% value to our members," says buyer Jim Nelson. And, he adds, this configuration is exclusive to Costco.

Fun features include a rock wall with climbing rope, upper clubhouse level with access ladder and front window, a lower cabin level with working door and two windows, and the biggest fun feature, the slide.

"The 12' Twist N' Ride tube slide is a significant upgrade from previous models," Jim adds. Item #537152. **Warehouse only.**



special events

Dates and events are subject to change. Special Events for other regions may be found on Costco.com; type "special events" into the search box.

New and exciting products available at warehouses for a limited time only

Click here for a list of special events by region.

Artune Jewelry An assortment of quality jewelry using sterling silver, gemstones, tungsten and stainless steel.

Double Decor Art Quality custom-framed art and images, up to date with national and local designer trends, for the discerning art aficionado.

Jewelry To Your Doorstep Jewelry An assortment of fine sterling silver jewelry with semiprecious stones.

Lucky Clover Jewelry Unique jewelry and collectibles handmade

with authentic Venetian and Murano glass from Italy.

Made in Heaven Apparel This wonderful fabric (acetate and spandex) breathes, maintains its shape and is appropriate for practically every occasion. The assortment consists of tops, skirts, pants, jackets and dresses—all designed to coordinate.

Modesty Apparel Mod Bod Clothing combines modesty and comfort with today's latest fashion trends. (Note: This supplier was incorrectly identified as Shade Clothing in the January issue.)

Roma Designs Jewelry An assortment of fine sterling silver jewelry with semiprecious stones.

Telesto Designs Jewelry Native American and Balinese jewelry made with sterling silver and gemstones. The event also features two-tone Byzantine jewelry from Greece.

Traeger Pellet Grills Traeger wood-pellet grills allow you to conveniently smoke, grill or bake using pure hardwood pellets that impart a rich wood-smoked flavor to food.

where & when

ALASKA

Juneau
Feb 14-27 Modesty apparel

IDAHO

Boise
Feb 18-27 Traeger pellet grills
Nampa
Feb 3-12 Modesty apparel

Twin Falls
Feb 3-12 Modesty apparel

MONTANA

Helena
Feb 3-12 Modesty apparel
Missoula
Feb 3-12 Modesty apparel
Feb 4-13 Lucky Clover jewelry

OREGON

Albany
Feb 3-12 Modesty apparel
Feb 18-27 Traeger pellet grills
Aloha
Feb 4-13 Lucky Clover jewelry
Clackamas
Feb 4-13 Made in Heaven apparel
Feb 18-27 Double Decor art
Eugene
Feb 3-12 Modesty apparel
Hillsboro
Feb 3-12 Modesty apparel
Feb 4-13 Double Decor art
Medford
Feb 3-12 Modesty apparel
Feb 4-13 Made in Heaven apparel
Feb 4-13 Traeger pellet grills
Feb 17-27 Jewelry To Your Doorstep jewelry
Portland
Feb 2-14 Roma Designs jewelry
Feb 18-27 Traeger pellet grills
Salem
Feb 3-12 Modesty apparel
Feb 25-Mar 6 Made in Heaven apparel
Tigard
Feb 3-14 Jewelry To Your Doorstep jewelry
Warrenton
Feb 3-12 Modesty apparel

Wilsonville
Feb 4-13 Lucky Clover jewelry

UTAH

Ogden
Feb 25-Mar 6 Traeger pellet grills
Salt Lake City
Feb 25-Mar 6 Roma Designs jewelry
Sandy
Feb 3-12 Modesty apparel
Feb 4-13 Made in Heaven apparel
West Bountiful
Feb 18-27 Made in Heaven apparel
Feb 18-27 Traeger pellet grills
West Valley
Feb 3-12 Modesty apparel
Feb 4-13 Traeger pellet grills

WASHINGTON

Aurora Village
Feb 3-12 Modesty apparel
Feb 11-20 Telesto Designs jewelry
Bellingham
Feb 4-13 Made in Heaven apparel
Feb 18-27 Traeger pellet grills
Burlington
Feb 4-13 Made in Heaven apparel
Clarkston
Feb 3-12 Modesty apparel
Feb 4-13 Made in Heaven apparel
Feb 25-Mar 6 Traeger pellet grills
Covington
Feb 4-13 Made in Heaven apparel
Feb 18-27 Traeger pellet grills
East Wenatchee
Feb 25-Mar 6 Traeger pellet grills
Everett
Feb 4-13 Made in Heaven apparel
Feb 4-13 Roma Designs jewelry
Feb 25-Mar 6 Traeger pellet grills
Federal Way
Feb 11-20 Double Decor art
Feb 17-27 Jewelry To Your Doorstep jewelry
Gig Harbor
Feb 4-13 Made in Heaven apparel
Feb 4-13 Traeger pellet grills
Feb 25-Mar 6 Roma Designs jewelry

Issaquah
Feb 2-14 Lucky Clover jewelry
Feb 11-20 Modesty apparel
Feb 25-Mar 6 Double Decor art
Kirkland
Feb 3-12 Modesty apparel
Feb 3-14 Jewelry To Your Doorstep jewelry
Feb 4-13 Made in Heaven apparel
Lacey
Feb 3-12 Modesty apparel
Feb 4-13 Artune jewelry
Feb 18-27 Traeger pellet grills
Puyallup
Feb 4-13 Traeger pellet grills
Feb 18-27 Made in Heaven apparel
Sequim
Feb 3-12 Modesty apparel
Silverdale
Feb 4-13 Made in Heaven apparel
Tacoma
Feb 4-13 Lucky Clover jewelry
Feb 4-13 Made in Heaven apparel
Tukwila
Feb 18-27 Made in Heaven apparel
Tumwater
Feb 3-12 Modesty apparel
Feb 18-27 Artune jewelry
Union Gap
Feb 4-13 Made in Heaven apparel
Vancouver
Feb 3-12 Modesty apparel
E Vancouver
Feb 25-Mar 6 Telesto Designs jewelry
Feb 25-Mar 6 Traeger pellet grills

warehouse hours

Monday-Friday 10am-8:30pm
Saturday 9:30am-6pm
Sunday 10am-6pm
Costco.com open 24 hours a day, 7 days a week

Additional services
Costco Auto Program.
1-800-800-9288;
www.costcoauto.com
Fife and Lynnwood, WA, Business Centers, Print & Copy Center. Delivery to businesses, more business products.**
Open to all Costco members.
1-800-788-9968

specialty services

at your local warehouse or business center

ALASKA

	1-Hour Photo	Auto Program	Business Delivery	Carwash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Anchorage	•	•	•								
Anchorage II	•	•	•			•	•	•	•	•	•
Juneau											

IDAHO

	1-Hour Photo	Auto Program	Business Delivery	Carwash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Boise	•	•			•	•	•	•	•	•	•
Coeur d'Alene	•	•				•	•	•	•	•	•
Nampa	•	•			•	•	•	•	•	•	•
Pocatello	•	•				•	•	•	•	•	•
Twin Falls	•	•				•	•	•	•	•	•

MONTANA

	1-Hour Photo	Auto Program	Business Delivery	Carwash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Billings	•	•				•	•	•	•	•	•
Bozeman	•	•				•	•	•	•	•	•
Helena	•	•			•	•	•	•	•	•	•
Kalispell	•	•				•	•	•	•	•	•
Missoula	•	•				•	•	•	•	•	•

OREGON

	1-Hour Photo	Auto Program	Business Delivery	Carwash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Albany	•	•	•			•	•	•	•	•	•
Aloha	•	•				•	•	•	•	•	•
Bend	•	•				•	•	•	•	•	•
Clackamas	•	•				•	•	•	•	•	•
Eugene	•	•	•			•	•	•	•	•	•
Hillsboro	•	•			•	•	•	•	•	•	•
Medford	•	•				•	•	•	•	•	•
Portland	•	•			•	•	•	•	•	•	•
Roseburg	•	•				•	•	•	•	•	•
Salem	•	•				•	•	•	•	•	•
Tigard	•	•				•	•	•	•	•	•
Warrenton	•	•				•	•	•	•	•	•
Wilsonville	•	•			•	•	•	•	•	•	•

UTAH

	1-Hour Photo	Auto Program	Business Delivery	Carwash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Lehi	•	•				•	•	•	•	•	•
Murray	•	•				•	•	•	•	•	•
Ogden	•	•				•	•	•	•	•	•
Orem	•	•				•	•	•	•	•	•
St. George	•	•				•	•	•	•	•	•
Salt Lake City	•	•				•	•	•	•	•	•
Sandy	•	•				•	•	•	•	•	•
West Bountiful	•	•			•	•	•	•	•	•	•
West Valley	•	•				•	•	•	•	•	•

WASHINGTON

	1-Hour Photo	Auto Program	Business Delivery	Carwash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Aurora Village	•	•	•			•	•	•	•	•	•
Bellingham	•	•	•			•	•	•	•	•	•
Burlington	•	•	•			•	•	•	•	•	•
Clarkston	•	•				•	•	•	•	•	•
Covington	•	•	•			•	•	•	•	•	•
East Wenatchee	•	•				•	•	•	•	•	•
Everett	•	•	•			•	•	•	•	•	•
Federal Way	•	•	•			•	•	•	•	•	•
Fife Business Center	•	•								•	
Gig Harbor	•	•	•			•	•	•	•	•	•
Issaquah	•	•	•			•	•	•	•	•	•
Kennewick	•	•				•	•	•	•	•	•
Kirkland	•	•	•			•	•	•	•	•	•
Lacey	•	•	•			•	•	•	•	•	•
Lynnwood Business Ctr.	•	•				•				•	
Marysville	•	•	•			•	•	•	•	•	•
Puyallup	•	•	•			•	•	•	•	•	•
Seattle	•	•	•	•		•	•	•	•	•	•
Sequim	•	•				•	•	•	•	•	•
Silverdale	•	•				•	•	•	•	•	•
Spokane	•	•				•	•	•	•	•	•
N Spokane	•	•				•	•	•	•	•	•
Tacoma	•	•	•			•	•	•	•	•	•
Tukwila	•	•	•			•	•	•	•	•	•
Tumwater	•	•	•			•	•	•	•	•	•
Union Gap	•	•				•	•	•	•	•	•
Vancouver	•	•				•	•	•	•	•	•
E Vancouver	•	•				•	•	•	•	•	•
Woodinville	•	•	•			•	•	•	•	•	•

Services at all locations (Except Fife and Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy*, Special Order Kiosk and Tire Center

Costco Travel.† 1-877-849-2730

Costco Services. A suite of discount business and consumer services.† 1-800-220-6000

*Prescriptions available through Costco.com in Juneau, Kalispell and Warrenton

†Also available at Costco.com

COSTCO SERVICES

Update

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.



MEMBER FEEDBACK

Auto buying made simple

COSTCO MEMBER Lisa Eidson of Leavenworth, Washington, didn't set out to buy a new car, but circumstances led to the Costco Auto Program (CAP) being her solution.

She and her husband, Tom, found themselves with too many vehicles when their two cars and a truck were joined by a company car that came with Tom's new job.

Lisa set out to consolidate. She advertised the two older cars for sale on Craigslist.org and planned to keep the one that didn't sell, but both cars sold within 12 hours of being listed.

While those transactions were being finalized, Lisa started researching buying a new car. She had picked up a brochure at Costco

about the Costco Auto Program, and had heard from a friend how "very painless" a car purchase had been through CAP.

Internet research ultimately convinced her that the Honda CR-V was the best fit for her needs. (Note: Lisa didn't realize she could have done all her research on the robust CAP website.)

When she completed the sale of the second vehicle, she found herself stranded without a way home, but, coincidentally, directly across the street was the Honda dealer that CAP had referred her to the day before.

With a handful of cash from the sale, she marched across the street and met with the designated contact at the dealership. She was shown the standard price for the car she wanted, and then the Costco pricing. She knew it was a good deal from the research she had done.

"I saved a couple of thousand [dollars], the way I figure it," Lisa says. "I don't know that car buying could be made any easier. I have a beautiful new Honda CR-V thanks to the ease of the Costco Auto Program."

But her story doesn't end there. When she returned home driving the new car, two of her neighbors were so wowed by the car and no-haggle deal that they too called CAP, and both purchased new Hondas. That's a great measure of Lisa's satisfaction.

CAP provides Costco members pre-arranged, no-haggle pricing, a network of quality dealerships across the country and loads of online tools for researching. Get started by calling toll-free 1-800-458-1692, or go to Costco.com and search for "cap11."

NEW FEATURE

Interact with your policy

COSTCO MEMBERS who are policyholders with Ameriprise Auto & Home Insurance now have secure Web access for reviewing and updating the personal details of their policy, 24/7.

First, register. If you have an auto or home policy through Costco, go to <http://ameriprise.com/policyservice> and click on "Register" in the "Access Your Accounts" panel. You'll be prompted through the secure registration process to create a user ID and password. After

completing registration, you will be able to:

- Request documents, such as identification cards or declaration pages
- Add vehicles and drivers
- Switch payment methods
- Update your contact information
- Report a claim

Call toll-free 1-877-419-0636 with any questions regarding the registration process. If you do not have a policy through Ameriprise Auto & Home Insurance, consider getting a quote by calling toll-free 1-888-404-5365 or by visiting Costco.com and searching "Auto Insurance."

NEW FEATURE

Small-ticket pricing

COSTCO AND credit-card processing provider Elavon have announced new pricing geared toward businesses that have average transaction amounts of \$15 or less.

The new qualified rate is 1.37 percent plus 12 cents per transaction.

To find out if you qualify for small-ticket pricing, call Elavon toll free at 1-866-548-6819 and be sure to mention source code 83200.



NEW SELECTION

More fun check designs

IT'S GREAT TO see pop icons paid tribute in check designs. Following recent designs featuring Mickey Mouse, Donald Duck and Winnie the Pooh, Costco Check Printing is presenting two new additions: SpongeBob™ and Hello Kitty®. As with all the checks from Costco Check Printing, expect to save 50 percent over what banks typically charge.

To order SpongeBob or Hello Kitty checks, go to costcochecks.com, or call toll-free 1-866-548-6819 and mention source code 83200.



Don't forget to use your Reward on your next trip to Costco.



All services are provided by third parties, may not be available in all areas and are subject to change without notice. Some restrictions apply. See "Services" at Costco.com for applicable terms and conditions.

Rose to the occasion

ZELDA SKIPPER'S husband, John, passed away 21 years ago. But there's not a day that goes by, she says, when she doesn't think of him and the joy of their life together.

And so it happened that on April 2, 2010, when she was in the Everett, Washington, Costco, she decided to celebrate what would

have been their 55th wedding anniversary by buying herself some roses.

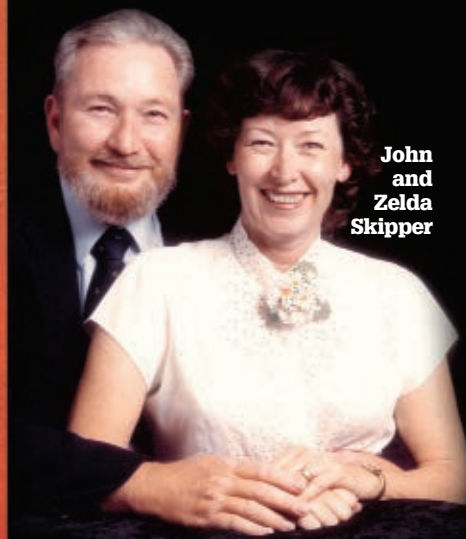
"While I was in line, a woman and her son, who were in front of me, complimented me on the flowers," says Zelda, now 74, who lives with her daughter on Washington's Whidbey Island. "I told her they were for my wedding anniversary, and that even though my husband had passed years ago, I knew he would want me to have them."

The woman quietly leaned over and spoke with the cashier, and the next thing Zelda knew, the cashier reached for the roses, saying that the woman wanted to pay for them.

"I was so surprised I did not know what to say. I almost cried as I thanked her, says Zelda. "I walked on air the rest of the day.

"I wish I had gotten her name," she continues. "I enjoy telling this story to my friends, about the wonderful kindness of strangers."

—T. Foster Jones



John and Zelda Skipper

Love stylist

ACCORDING TO "love stylist" Tristan Coopersmith, looking for the right mate isn't unlike hitting Costco's sample tables. The Costco member and author of *MENU Dating* (St. Martin's, 2009) insists that one of the keys to finding love is to be open to new people, places and experiences—in effect, sampling your way to true love.

Coopersmith (<http://tristancoopersmith.com>), who works with men and women to help them create healthy, fulfilling love lives, says that while the approach to love may be different in a person's 20s, 30s or 40s, a few basic truths transcend age.

Los Angeles-based Coopersmith, who is married to former hockey player Jason Doig, emphasizes having realistic expectations and enjoying a cup of coffee with someone new. Ask yourself if you feel happier around that person—could you be friends with him or her?

She encourages everyone in the dating world to be open to new people and places, and to avoid settling. "Stay positive about love and believe that it can happen to you," she says. "The next one could be the one." —Stephanie E. Ponder

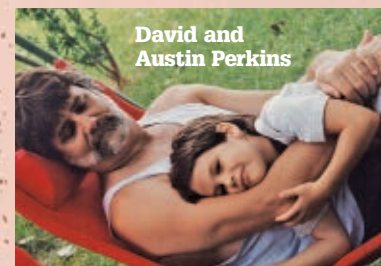


JOHN RUSSO

From father to son

IN 2009, Northridge, California, Costco member David M. Perkins faced a trauma nearly every parent eventually experiences: the departure of a fledgling from the parental nest. Perkins' son, Austin, was about to leave for his freshman year of college.

Embracing his strong feelings, Perkins turned to his computer to capture his thoughts in a letter to his son.



David and Austin Perkins

"I sat down for about four days and just wrote sort of stream of consciousness without thinking and without editing," he recalls. "And then when I was done, when I finally had written everything I could think of to write, I looked at it and it was the most confusing bundle of crap I had ever seen."

Perkins edited and rearranged the 20 pages he had pounded out until he had six pages, single spaced.

After he and his wife, Ryan, moved Austin into his room at school, Perkins put the letter on his desk and casually suggested he read it.

David Perkins also shared the letter with a friend, who said, "This is a book. There are a lot of parents struggling with this kind of issue." Perkins says, "It didn't occur to me what a common occurrence this is."

Perkins followed up on his friend's thought. *Dear Austin: A Letter to My Son* is available as a book or digital download on Perkins' website, www.davidmperkins.com.

Perkins has been asked to speak at events. His advice if you want to write a similar missive: "Your kid does not expect poetry. Just sit down and write what you feel. Don't be concerned about grammar and punctuation and eloquence. What it will be is a piece of paper they hold on to for the rest of their lives." —Steve Fisher

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